

JANUARY 16, 1971

CHEMIST & DRUGGIST

the newsweekly for pharmacy

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**Statutory
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**The 'lemon
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**Judging the
value of
advertising**

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CHEMIST & DRUGGIST

112th year of publication Vol. 195 No. 4742

The newsweekly for pharmacy

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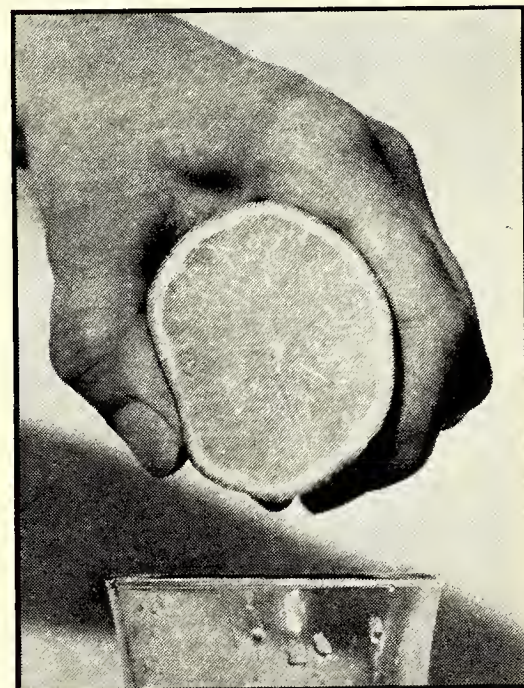
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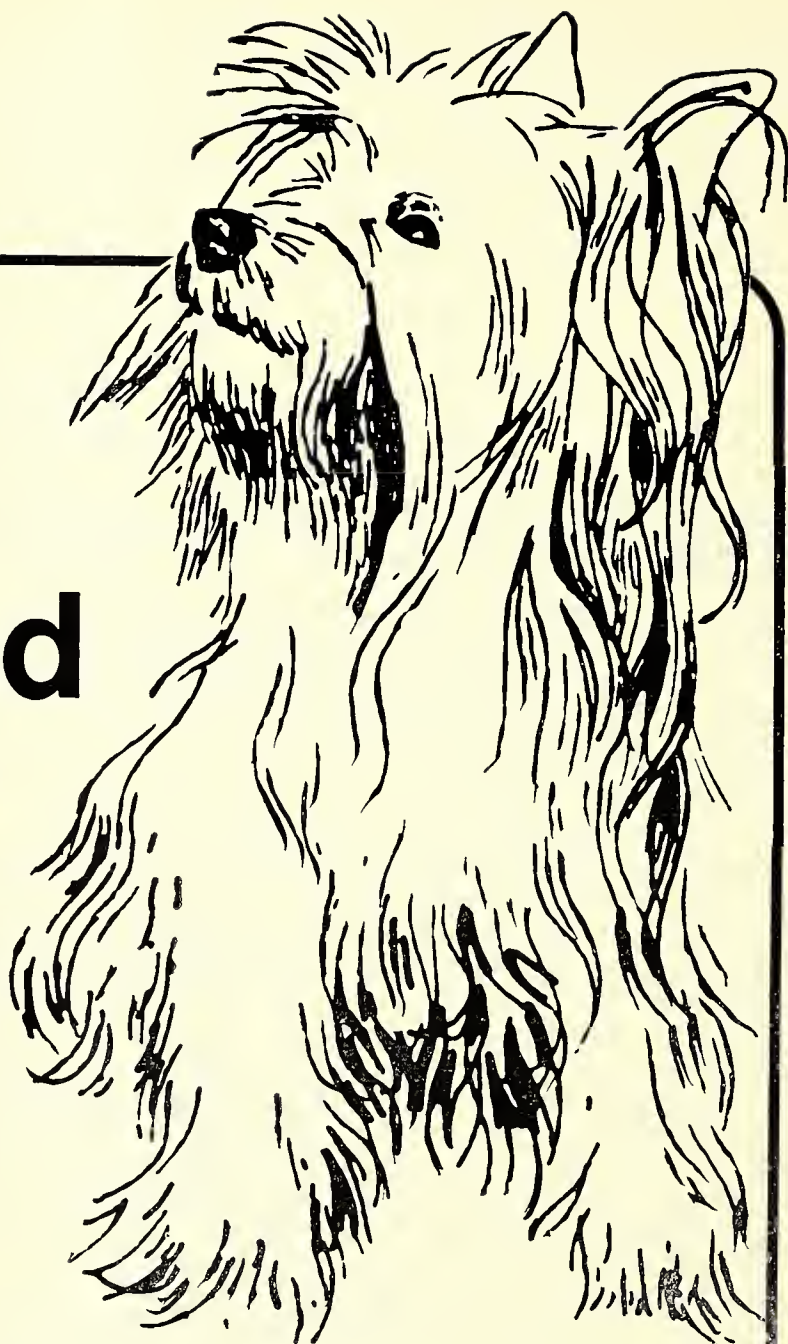
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Has there been a lemon revolution in the colds and 'flu market? (See p 95)

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Registration: Council is split on training

The Education Committee of the Pharmaceutical Society's Council has to "think again" about requiring postgraduate students to spend their pre-registration year in either hospital or retail pharmacy.

That was the recommendation of the Committee following its study of the report of the Working Party on Postgraduate Practical Training, but after an unusually long debate in public, the Council referred the matter back by a single-vote majority.

The Committee now has to reconsider its decision knowing that the Council believes that students should be able to train for registration also in academic institutions or the pharmaceutical industry. Previously, the Committee is reported to have had a large majority in favour of the recommendation it put to the Council.

A report of the debate begins on p 101. Comment, p 91.

Alcohol and drugs conference

The Merseyside Council on Alcoholism, in conjunction with the University of Liverpool's Department of Psychiatry, and in co-operation with the Merseyside Council on Drug Taking, is organising an international conference on alcoholism and drug dependence from March 28 to April 1, 1971. It will take place in the University Lecture Theatre block, with residential accommodation provided in University halls.

The first two days will be concerned with alcoholism, the third day with drug dependence, and the fourth day will be devoted to a summing up. Full details and registration forms from: The Executive Secretary, B15, The Temple, Dale Street, Liverpool L2 5RU.

Bromides sale restricted

The Tasmanian Government is to limit the sale of bromides to medical prescription, as in Australia. However, the sale of bromide derivatives through pharmacists is not controlled, and these may be obtained without prescription.

Struck off for conduct of a pharmacy

The Statutory Committee of the Pharmaceutical Society of Great Britain has directed that the name of David Morris, Stockport Road, Marple, Cheshire, be removed from the register following complaints from local doctors and patients about the running of his pharmacy.

Mr Morris was not present at last week's hearing when the Committee's chairman, Sir Gordon Willmer, said the matter first arose 15 months ago, when Mr Morris was given a year in which to "pull himself together." There were continued complaints, however, about his carelessness as a dispenser, and he had failed to appear on two occasions subsequently when requested by the Committee.

On the evidence, Sir Gordon said, the complaints were abundantly justified. He added: "What we have heard about the state of his pharmacy and the carelessness he has shown in dispensing, leads us to the conclusion that, in the public interest, the time has come when his name must be struck off the register."

A further report of the Committee's inquiries is on p 106.

1971 narcotics requirements

Included in the Estimated World Requirements of Narcotic Drugs in 1971, published by the International Narcotics Control Board, are the following estimates for the United Kingdom and Ireland. The quantities are in kilos except where otherwise stated.

Cannabis 60; cocaine 122; codeine 13,740;

Dextromoramide 30; diethylthiambutene 10; dihydrocodeine 1,805; diphenoxylate 300.5; dipipanone 80;

Ethylmorphine 256; etor-



Sir Michael Perrin, who retired as chairman of the Wellcome Foundation Ltd at the end of last month, and Lady Perrin looking at a selection of gifts from Wellcome Group companies at home and overseas. The gifts were displayed at a farewell party on January 4

phine 100 g; etorphine-3-methyl ether 1; fentanyl 50 g;

Heroin 90; hydrocodone 6; hydromorphone 100 g; levorphanol 2;

Methadone 60; methadone intermediate 170; morphine 22,487; opium 253,700; oxycodone 9;

Pethidine 1,000; pethidine intermediate-A 4,203; pethidine intermediate-B 100 g; pethidine intermediate-C 100; phenazocine 4.5; phenoperidine 400 g; pholcodine 1,040;

Thebacon 10 g; thebaine 420.

For Ireland the estimated requirements are: Cannabis 100 g; cannabis resin 100 g; cocaine 2.75; codeine 751;

Dextromoramide 3; diethylthiambutene 130 g; dihydrocodeine 100 g; diphenoxylate 50 g; dipipanone 2;

Ethylmorphine 350 g; etorphine 1 g; fentanyl 5 g; heroin 100 g; hydrocodone 100 g; hydromorphone 50 g;

Levorphanol 50 g; methadone 2.5; morphine 10; normethadone 1.5; opium 41; oxycodone 250 g; pethidine 70; phenazocine 50 g; phenoperidine 30 g; pholcodine 25; thebaine 25 g.

The Control Board has also published the third supplement to its statement of estimates of requirements in 1970.

'Case to argue' on ampicillin

Beecham Group Ltd were given leave in the High Court on January 12 to apply for an order setting aside a decision of Mr Justice Whitford, Patents Appeal Tribunal, that Beechams opposition to the grant of a patent on ampicillin trihydrate to Bristol-Myers Inc, had not been made out.

Beechams had objected on grounds of prior use. Counsel told the Queen's Bench divisional court that the drug had been invented by the Beecham Group in 1959 and marketed in 1962. Lord Parker, Lord Chief Justice, sitting with Lord Justice Karminski and Mr Justice Melford Stevenson, said there was an arguable point raised by the Beecham application.

Neither Bristol-Myers nor the Patents Appeal Tribunal was represented at the hearing of the application.

Razor blade 'war' heats up

The "great razor-blade war" between Gillette of America and Wilkinson of Britain shows no sign of coming to an end and is likely to intensify, says the Economist Intelligence Unit in a special report in the January issue of *Retail Business*.

At the moment, the EIU estimates the market (measured in unit sales) is led by Wilkinson Sword, with 42 per cent. Gillette Platinum and Super Silver are a little behind with 38 per cent. But in third place and gaining fast is Gillette's Techmatic which has a much higher unit value. All told, therefore, Gillette is probably in the lead at the moment.

However, Wilkinson is currently test-marketing its Bonded razor, which is directly competitive with Techmatic. "Consumer acceptance is reported to be high and Wilkinson could put its nose in front again," adds the report.

Looking ahead, the EIU sees technical innovation as the main battleground in the near future.

£450 fine after DD forgeries were dispensed

A pharmacist who dispensed 74 prescriptions—later found by police to have been forged—for over 3,000 ampoules of methadone was fined £450 and ordered to pay 50 guineas costs at Thames Court last week.

Charles Marcus, MPS, admitted four offences of unlawfully supplying on prescription at 648 Mile End Road, Bow, on dates between February 23 and April 8, 1970, a total of 148 10 mg ampoules of methadone (Physeptone) to persons unknown and, in so doing, failed to comply with Regulation 15 (1) (b) Dangerous Drugs Act (No 2) Regulations, 1964.

Marcus also pleaded guilty to three similar offences of unlawfully supplying on prescription a total of 168 ampoules of methadone to Terence Charles Berry between April 9 and April 17, 1970.

He further admitted failing to mark a prescription for 28 ampoules of methadone with the date it was dispensed; and failing to enter 60 ampoules of methadone into his register with respect to particulars of the true quantity.

Mrs Rosalind Wright, counsel for the Director of Public Prosecutions, said Marcus was asking for 71 other offences to be taken into consideration at the same time.

Mrs Wright said that the matters came to police attention when Terence and Christine Berry pleaded guilty at the Inner London Sessions to uttering with intent to defraud, forged prescriptions for methadone.

Police visit

The prescriptions—24 in all—had been dispensed over the period of February to April, 1970. Police visited the defendant's pharmacy and on inspecting the register, it became apparent that 74 prescriptions involving over 3,000 ampoules of methadone had been dispensed in that time.

The prescriptions purported to have been signed by doctors Nahapiet, Jabir, Spira and Shaw. Marcus admitted that he was not familiar with their signatures and told police he had telephoned each doctor when he first received prescriptions from them.

With regard to Dr Shaw in particular, Marcus said "I phoned him as well," and when

it was pointed out that "he" was a woman doctor, Marcus said: "I can't remember that." All the doctors named had made statements that Marcus had never telephoned them in respect of any prescription.

The magistrate, Mr Tobias Springer, examined a bundle of prescription forms, and remarked that a "great many" of them were in the same handwriting.

In reply to the magistrate, Mrs Wright said there was no reason to believe that Marcus had received anything more than National Health fees totalling £54 0s 10d for the prescriptions up to the end of March 1970.

Suspicion aroused

In answer to defence counsel, Mr John Peppitt, Sergeant Hunter said there were a number of cases in 1969 where Marcus had been suspicious of prescriptions he was given, and that he had told the police. A prosecution had resulted on one of the occasions, and two days later Marcus was attacked in his shop.

The officer further agreed that he had some knowledge of Marcus, and he would say he was "a rotten book-keeper."

Mr Peppitt said the prescriptions were brought into the shop after surgery hours. Marcus, who worked long hours and remained open until 10 pm on weekdays, said he made attempts in the early stages to contact doctors but the line was either engaged or there was no answer because surgery was over. The prescriptions themselves had been stolen from doctors, it was said.

The magistrate said that a large number of forged prescriptions had been dispensed over a comparatively short time, largely from people who appeared to live outside the area, and apparently no real effort had been made to check the signatures of doctors which were not known to the person dispensing. "This kind of offence must always be dangerous, particularly in today's cir-



Mr H. M. Seward, managing director of Optrex Ltd (right), presents Mr J. Bain with the company's Salesman of the Year Award at their annual sales conference. The prize goes annually to the representative with the highest sales of products in the Optrex range. Mr Bain achieved the biggest percentage increase in unit sales throughout the year

cumstances where one knows that drugs are such an evil."

Mr Springer could not say that the matter fell into the class of cases where a sentence of imprisonment would be appropriate, although at first sight it appeared to be so.

While there was a "high degree of negligence," he would not say the case had sinister factors. "I must impose fines which will impress upon the defendant that he must approach these matters in a very different way in future and, indeed, to impress upon other pharmacists that they need to comply strictly with the regulations."

He imposed a fine of £50 on each of the nine offences.

Pyrethroids in production

Synthetic pyrethroids developed at Rothamsted Experimental Station are now being produced on a full manufacturing scale in Japan and on a pilot scale in the United States and France.

The report of the Agricultural Research Council for 1969-70 (HMSO, price 13s) says that the use of these compounds as insecticides in agriculture and horticulture cannot be forecast, but there may not be many for the compounds now being made as they are not sufficiently stable.

However, there is reason to think that other compounds can be prepared which are more persistent and may be cheaper to synthesise.

'Poly-drug use' among addicts

Eighty-four per cent of heroin addicts receiving treatment at London clinics have been found to be also using a variety of unprescribed drugs, and 80 per cent have been adopting non-sterile injection techniques.

Two workers at the Addict Research Unit, Denmark Hill, studied a representative sample comprising 128 patients receiving daily doses of 10-1140 mg of heroin and found that "Poly-drug use is now a familiar phenomenon and there are people prepared to use a wide range of substances by injection or otherwise."

The paper, published in the *Bulletin of Narcotics*, states that methadone and a hypnotic or sedative were most frequently prescribed concurrently with heroin. A high incidence of barbiturate usage was recorded and the appearance of abscesses was correlated with the subcutaneous injection of sedatives.

Over half the patients had used the same disposable syringe on more than one occasion during the previous week and a similar proportion did not clean their arms prior to injection. Forty-nine per cent had during the week used tap water for injection and 11 per cent water from a lavatory basin.

Nine subjects were found to be sharing a syringe with another addict.

Pharmacists as part of the ward team

The pharmacist should be regarded as a member of the ward therapeutic team, says a "Guide on good practices in hospital administration" issued by the Department of Health and Social Security.

But, whether or not a ward pharmacy service is operated in a hospital, the "Guide" points out that the supervision of drug stocks outside the pharmacy remains the responsibility of the chief pharmacist.

The report is derived from facts obtained in more than 3,000 organisation, method and work studies carried out since 1954. Many interim suggestions are made pending decisions of the Secretary of State on the Noel Hall report.

The "Guide" states that technical work which need not be undertaken personally by a pharmacist should be carried out by technicians and ancillary staff.

With regard to working methods it mentions locked drug containers for distribution purposes and regular visits to stock-holding points programmed into the department's other routine activities.

A section stresses the need for periodic review of obsolescent stock, recommending that when a change of fashion makes stock items no longer popular, efforts should be made to persuade users to clear old stock.

Items such as pallets, mobile racking and location systems are suggested for accommodation of stores.

Pharmacists should be encouraged to participate in teaching activities; which enhance professional status and increase contacts. They provide an additional incentive for up-dating knowledge. The use of time for the up-dating process is mentioned.

Among other points from the report are:

□ "Take home" drugs should be packed in the pharmacy and should normally be issued from there.

□ On each ward there should be an up-to-date drug inventory.

□ The pharmacist is best qualified to advise on the quality of dressings. It does not follow, though, that he should always be personally involved with this operation.

□ Except for intravenous

fluids, bulk preparation by hospitals should be undertaken only when comparable products are not readily available commercially, for staff training purposes, or where there would be an appreciable saving in cost.

(Management Services NHS: No 1, Guide to good practices in hospital administration. HMSO, price 30s.)

Good November for chemists

November was a good month for chemists and photographic goods retailers, according to the monthly figures issued by the Department of Trade and Industry.

The average weekly volume of sales by all retailers in this category was 11 per cent higher than a year earlier.

Multiples were particularly successful, with a 17 per cent increase. The independents went ahead by 6 per cent and the Co-operatives by 5 per cent.

Actual indices (on the basis, 1966=100) were:

All retailers ...	124 (+11)
Independents ...	106 (+ 6)
Multiples ...	148 (+17)
Co-operatives ...	112 (+ 5)

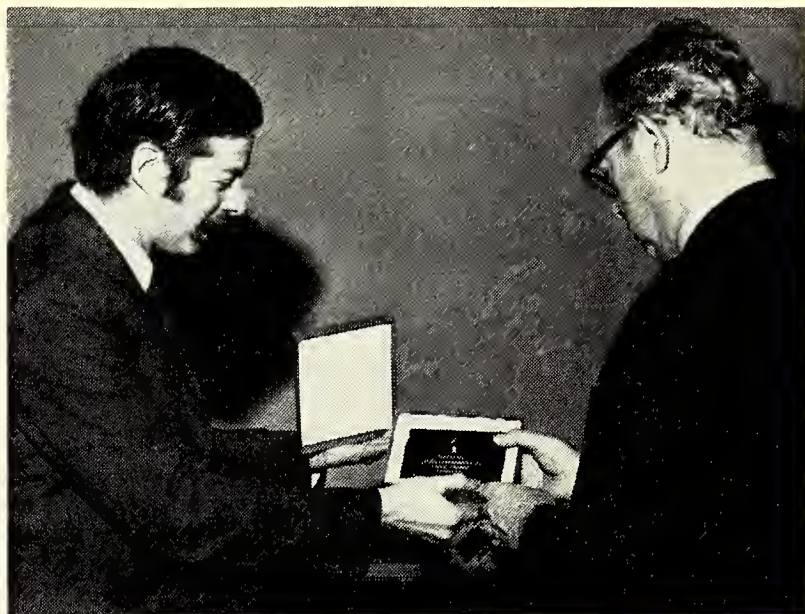
These figures do not take account of receipts under the National Health Service.

Suicide 'forged prescription'

A young Mauritian, depressed by domestic and financial problems, apparently stole a prescription form from his doctor, wrote himself a prescription for sleeping tablets, and killed himself with an overdose, the Finchley Coroner heard last week.

Mrs Alison Casey, a dispenser at Boots' branch in Willesden Green said that on Christmas Eve, Mr Follyksparslad Cangah brought in a prescription to be filled. She noticed a mistake on it—a quantity of ten-milligramme capsules had been prescribed, but there was no such capsule of that strength for the drug.

She telephoned the prescribing doctor, but failed to contact



Mr D-M. Flannery (left), marketing director, Richard Hudnut Ltd, presents a golden Efferdent tablet to Mr W. J. Curtis, managing director, Warner-Hudnut-Lambert Group, to commemorate 150 million Efferdent tablets produced at Eastleigh

him. Said Mrs Casey: "I asked the customer if he had had the capsules before. He said he had and would recognise them. I showed him a 100-milligramme capsule, the normal dose, and he said that was the type. I altered the prescription and gave him the capsules. We were very busy."

Dr David Hachsen, of Dartmouth Park Road, Cricklewood, said he had never prescribed barbiturates for the deceased, although he had prescribed Valium tranquilisers on many occasions. Mr Cangah had visited his surgery on December 22, but had received no prescription.

The doctor added that the prescription form used by Mr Cangah was one of his, although he had not written it.

Mr Cangah, a 31-year-old clerk, of Dartmouth Park Road, Cricklewood, was found dead at his home on Christmas Day.

Pathologist Dr Rufus Crompton gave the cause of death as poisoning from an overdose of barbiturates taken with alcohol.

Recording a suicide verdict, Coroner Dr David Paul said: "There is no doubt that he wrote this forged prescription himself, and obtained drugs."

The adhesive dressing market

The UK market for adhesive plaster is almost exactly the same now as in 1966 — perhaps slightly smaller. "This means that sales are not increasing in line with an increasing population," says a report by the Economist Intelligence Unit in the December issue of *Retail Business*.

The EIU suggests two reasons for "this phenomenon." First, they say, plastics has replaced tin in many uses, so there is less opportunity for people to cut themselves and secondly, the plastic-based product, in general, lasts longer than the old fabric type, so less is required per cut.

All told, the EIU estimates, the total market is worth £2,500,000 a year.

Exports ahead of imports

Exports of medicinal and pharmaceutical products from the United Kingdom during November 1970 amounted to £13.28m, bringing the total for the 11 months of that year to £126.48m. During November the sterling area took medicines to the value of £5m and Western Europe, £4.12m.

Imported goods of the same classification were valued at £3.29m making the total for the first 11 months £30.26m.

Chanel perfume creator dies

To the pharmacist the perfume created by Mlle Gabrielle Chanel who died on Sunday night at the age of 87 will have more relevance than the clothes that she designed.

She was, indeed, the first couturier to branch out into the field of perfumery, which she did in 1924 with the famous Chanel No. 5. The design of the packing for her perfume, like the styling of her clothes was aimed at simplicity. Her business remained a private company to the end.

Easy winter reducing plan

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To support this pre-summer slimming promotion an exciting new series of true life stories will be appearing in a wide range of newspapers and magazines.

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COMPANY NEWS

Cussons profits down at half-way

Pre-tax profits of Cussons Group Ltd for the half-year to September 30, 1970, at £230,000 were down by £47,000 compared with the same period in 1969 but the interim dividend is unchanged at 10 per cent.

Sales for the nine-month period ended December were 10 per cent above the previous year and the level is continuing. Profits for the whole year are expected to exceed the £650,000 of the year ended March 1970.

Boots give long-service awards

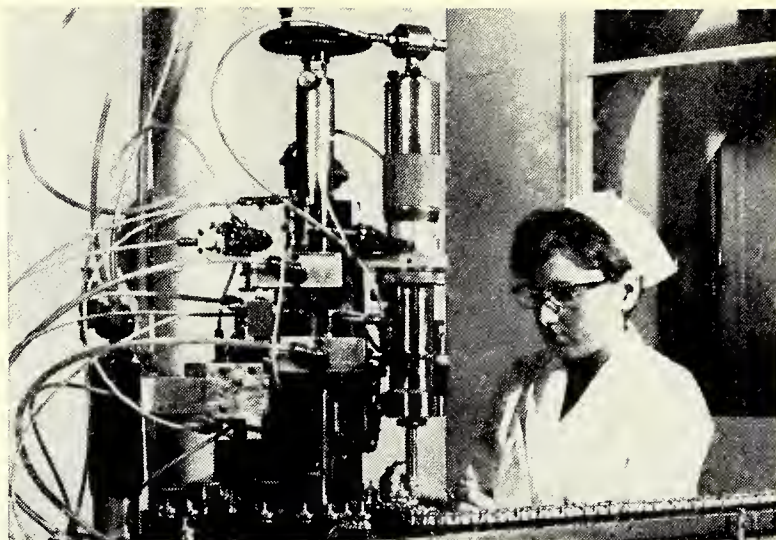
Nearly 3,000 members of Boots staff throughout Britain (about 6 per cent of the total) have completed 25 years' service with the company and are eligible for a new long-service award announced in Nottingham on Thursday by Mr Ben Jefferies, staff director.

The award, in "appreciation and thanks" from the company's directors is an engraved wrist-watch. It will be presented to all staff who completed 25 years' service with the company on January 1, and all those who achieve a similar length of service from that date onwards.

The company already recognises long service with additional bonus benefits, but in announcing the new award Mr Jefferies said: "It has long been the wish of the board that there should be a personal gift from the company in recognition."

In brief

Bofors (Gt Britain) Ltd have merged with Bofors Steel Ltd, Ramsden Heath, Billericay, Essex. The new company is operating under the name of Bofors (Gt Britain) Co Ltd, from the Billericay address. The company has taken over the marketing interests—chemicals and plastics—previously carried out on behalf of The AB Bofors group of companies in Sweden by Bofors (Gt Britain) Co Ltd, 81 Grace-



An aerosol-filling machine capable of filling 1,800 aerosols per hour has been installed at the Ware, Herts, plant of Allen & Hanburys Ltd. The picture shows a machine operator filling Ventolin

church Street, London EC3, with managing agent, Guest Industrials Ltd, of the same address.

Glaxo Laboratories (India) Ltd, have gained the largest single contract ever placed by the Soviet Union in India for beta-ionone. The value of the contract is over Rs500,000 covering supplies for the first 10 months of 1971. This was disclosed by Iain McKinnon, chairman of the company, at the annual general meeting held in Bombay recently. He said the company's overseas sales during the year ended June 30, 1970, recorded an increase of 37 per cent over the previous year.

BP Chemicals has signed a licence agreement with the Japanese company, Mitsui Toatsu Chemicals Inc, for a new plant to make 100,000 tons/year of phenol and 60,000 tons/year of acetone by the oxidation of cumene using BP Chemicals' technology. The plant at Mitsui Toatsu's site in Osaka is scheduled to start up in 1973.

Newbold & Bulford Ltd have moved to Enbecco House, Carlton Park, Saxmundham, Suffolk, IP 17 2NL (tel: 0728-2933). The service department is at W. A. Quinn Ltd, Fulwood House, Fulward Place, High Holborn, London WC1.

Eylure Ltd have moved their sales operations and administration from Welwyn Garden City to their factory at Grange Industrial Estate, Llanfrechfa Way, Cwmbran, Monmouthshire (Tel: Cwmbran 4991).

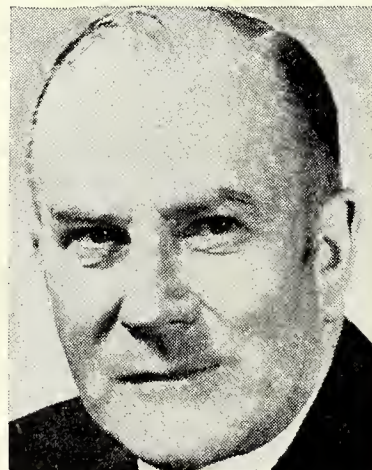
Thomson & Joseph Ltd and **Intertrans Co Ltd**, to Castle House, Castle Meadow, Norwich NOR 41D Norfolk.

Newton Chambers Group has adopted a new corporate symbol which combines the group's initial letters, NC, in a contemporary style with the second letter forming a symbolic thumb and forefinger straddling the world. Companies within the group will adopt a specific colour for livery purposes; Izal Ltd will adopt orange-red.

Associated British Maltsters Ltd and **John Ratcliff (Tail Lifts) Ltd** jointly announce that negotiations are well advanced for John Ratcliff (Tail Lifts) Ltd to acquire the business of Burtonwood Mechanical Handling Co Ltd, a subsidiary of Associated British Maltsters.

Appointments

Beecham Group Ltd have appointed Mr Derek Bloom marketing services director of their



Mr E. V. Thomas, FPS, has been appointed commercial director and deputy managing director of May & Baker Ltd. Mr Thomas who joined the company in 1934 is also chairman of Pharmaceutical Specialities (May & Baker) Ltd

products division. He takes up his position on February 15.

Potter & Clarke Ltd have appointed Mr E. W. Peek to the board. Mr Peek has served the company for 42 years in various capacities and now controls production and buying.

AKZO's Chemical Division: Mr C. H. Stoor (works director, Perox Chemicals Co Ltd) has been appointed a director of Novadel Ltd.

Dr E. M. Hunt (managing director, Novadel and director and general manager, Pure Chemicals Ltd) joins the board of Perox Chemicals Co. Ltd.

Dr Hunt and Mr Stoor have also joined the boards of Chefaro Products Ltd and Ormerod Taylor & Son Ltd.

Messrs Greenwood and Van Oosterom have resigned from the boards of the latter three companies.



Mr David Beatson Clark, BA, TD, is to become managing director of Beatson, Clark & Co Ltd, from April 5. He succeeds Dr A. W. Clark, who relinquishes this position on attaining the age of 65, although continuing in office as executive chairman



Mr O. H. Graulich has been appointed managing director of Wella (Gt Britain) Ltd, after 3½ years as marketing director. Earlier, Mr Graulich spent six years with Wella Austria, firstly as sales manager, later as marketing director

PEOPLE

Mr J. Ellery, MPS, is making satisfactory progress in the Basingstoke General Hospital where he was admitted recently following a motor accident. Mr Ellery is a director of Crookes-Anestan Ltd, Rankine Road, Daneshill Estate, Basingstoke, his home being at Gerrards Cross, Bucks.

Alderman Leonard Edwards, MPS, Queen's Park View, Chester, has accepted an invitation to be the next mayor of Chester. He has previously turned down ten invitations to accept the mayoralty because of pressure of business. Alderman Edwards, who was sheriff of the city in 1954-55, is father of Chester City Council, which he joined in 1945. He is one of three independent members of the city council.

Deaths

Barker: On January 10 Mr John Pembroke Barker, MPS, 24 Bind Barrow Road, Bunton Bradstock, Bridport, Dorset. Mr Barker qualified in 1914 and was chief pharmacist at the Sheffield Royal Hospital for over 30 years.

Clark: On January 3, Mr Ronald C. Clark, manager, industry relations, Smith Kline & French Laboratories Ltd. Mr Clark joined the company in 1927. On the day of his death he was travelling to Australia via Philadelphia on business.

Griffith Jones: Suddenly on January 9, Mr T. F. Griffith Jones, sales director, Scholl Manufacturing Co Ltd, aged 60. Mr Griffith Jones joined Scholl as a sales manager in 1951. His career in retail pharmacy and the hospital service began nearly 40 years ago.

Jones: On January 3, Mr Thomas Gilmour Jones, MPS, 2 Alban Square, Aberayron, Cardiganshire, aged 66. Mr Jones qualified in 1926 and had been in business in the town for the past 21 years.

Jones: On December 29, 1970, Miss Rachel Ellen Jones, MPS, 7 De la Beche Road, Swansea, aged 92. Miss Jones, who was the first lady to qualify as a pharmacist in Wales was registered in 1900. She was chief pharmacist at Swansea General and Eye Hospital for 29 years until her retirement in 1945.

Kirwan: Recently, Miss Catherine M. M. Kirwan, MPSI. Miss Kirwan, who qualified in

1945, conducted her own pharmacy in Kilmacthomas, co Waterford, for many years.

Smith: On December 27, Mr Frederick S. J. Smith, MPSI, 18 Frascati Park, Blackrock, Dublin, aged 75. Mr Smith qualified in 1922 and spent his entire professional life in the service of Hayes, Conyngham and Robinson.

Murphy: Recently, Miss Elizabeth M. Murphy, Assistant, 51 Frankfort Avenue, Rathgar, Dublin. Miss Murphy qualified as an assistant in 1932.

Rowson: On January 10, Mr Robert Harvey Rowson, FPS, 166 Pinner Road, Harrow, Middlesex, aged 74. Mr Rowson qualified in 1919 and for the past 47 years was proprietor of a pharmacy at the above address. Before the inception of the National Health Service in 1948 Mr Rowson was a member of the Middlesex Pharmaceutical Committee and was its chairman 1946-48. He remained a member of the succeeding Committee and was on the Pharmaceutical Services' Committee until his death. He was chairman of the Middlesex Executive Council in 1961. Mr Rowson contributed largely to the revision of the last edition of the *C&D's* "Art of Dispensing." He is survived by his widow, who is also a pharmacist, and two sons.

NEWS IN BRIEF

□ It is in the interests of the health and efficiency of all workers that seats should be provided in shops, factories and offices wherever possible, says a new booklet in the Health and Safety at Work series. "Seats for Workers in Factories, Offices and Shops" (HMSO, price 5s; £0.25) gives guidance to employers on the points to look for when selecting or constructing seats for use by their employees.

□ The British Bankers' Association have issued a new illustrated publication, "Your Bank Account and Decimal Currency." Details are given of the changeover of current, deposit and savings account balances from pounds, shillings and pence to decimal; instructions and examples of how to draw cheques and complete paying-in slips in decimal form; what to do with cheques after February 15 which are expressed in pounds, shillings and pence; and other information. The booklet is available free at every branch bank in the United Kingdom.

THE XRAYSER COLUMN

Festina lente

In view of the need for producing something of a considered and lasting kind, it is perhaps a good thing that the Medicines Commission appears to have adopted *festina lente* as its motto. In recent years, the panic measures taken to stop gaps in the poisons legislation have, of necessity, led to anomalies.

Now, in a leisurely manner, committees are being appointed to advise on the best way of carrying out the intentions expressed in the Act itself, and we, who lie outside the direct strife, await the outcome of the deliberations of the two committees.

Your editorial comment suggests that pharmacists in general practice may have noted with relief that Sir Derrick Dunlop, who has not been reticent in the expression of his personal viewpoint, is not to be chairman of the committee dealing with the general sale list. Nevertheless, the views of that committee, under the chairmanship of Lord Rosenheim, have to be submitted to the Commission itself, under the chairmanship of Sir Derrick Dunlop, before final submission to the Ministers.

Feelings of relief may yet be found to be premature.

I note that the Commission has informed the interests likely to be affected of the terms of reference of the committees and has invited their views. I imagine that there will be no delay in that submission, for the framework has been known and there has been time to prepare the case.

Channel one

I note from p 43 that a new product, "Dinners for one," is to be channelled initially through chemists only. The reasons for such restriction at the outset are extremely interesting. "The chemist is obviously both ready and able to sell special foods and should be able to position Dinners for One correctly in the market as products that are special, but are not a snack or, in the accepted sense, a health food." But the promoters go on to say that demand for grocery outlets would grow.

There are, we are told, two major risks to a straight launch into grocery—one, that the demand might be so great that even Heinz might have difficulty in meeting it, and that the products "might not initially adapt to the hard-selling supermarket technique." There is a candour in the statement which is commendable, and one cannot but be impressed by the sentiment that the company "has opted to do what is needed, rather than what is immediately profitable." I shall have to give the matter thought in order to discover whether my altruism matches theirs.

Comfort

Your extract from *Which?* concerning cough remedies was more interesting for the information it did not give than for that imparted. We need no reminding of preparations such as the linctuses of codeine and pholcodine, but what, precisely, is the "comforting hot drink which may do all that is needed?" No details are given, and one wonders whether the extensive knowledge of Mrs Sarah Gamp might not help to fill in the gaps. I feel "disposed" to ask her advice in the matter.

TRADE NEWS

Broxil syrup and Penbritin reductions

Beecham Research Laboratories, Great West Road, Brentford, Middlesex, announce that the prices of Penbritin capsules, tablets and syrups will be reduced by approximately 10 per cent from February 15. The price of Broxil syrup will also be reduced by 10 per cent.

The new basic NHS prices are: Penbritin, Capsules, 250 mg, 20, 13s 3d, £0.66; 100, 62s, £3.10; 500, 300s, £15.00. 500 mg, 20, 24s 8d, £1.23; 100, 120s, £6.00. Syrup 125 mg/5 ml, 100 ml, 8s 8d £0.43. Syrup Forte 250 mg/5 ml, 100 ml, 15s 8d, £0.78. Paediatric tablets, 20, 7s 10d, £0.39; 100, 35s 6d, £1.77. Broxil syrup 125 mg/5 ml, 100 ml, 8s, £0.40.

Metric packs from Seton

A changeover from imperial to metric measurement for certain products is planned by Seton Products Ltd, Medlock Street, Oldham, Lanes.

Products involved are the 50 yard (40 metre) and 25 yard (20 metre) packs of Tubiton and Tubinette ranges of tubular bandages. Also involved are the 12 yard (10 metre) packs of Tubigrip support bandages and 25 yard (20 metre) packs of surgical stockinette, plain or rib weave.

All new metric packs will bear a label to that effect and the Group plan a continuous changeover process for other products in the Seton catalogue.

Hay fever vaccine

Bencard, Beecham House, Great West Road, Brentford, Middlesex, announce that 1971 stocks of Alavac-P, the 8-9 dose standard desensitising vaccine for hay fever, are available for immediate supply. Alavac-P also provides an alternative for prescribers who are now too late to order D-VAC Pollens for the coming season.

Pack change

Merrell division, Richardson-Merrell Ltd, 20 Savile Row, London, W1X 2AN, are introducing a new 25 pack of Tenuate Dospan (11s 3d; £0.57). This replaces the 15 size which has now been discontinued. The product will also continue to be available in packs of 100.

Coming from Carmen

The House of Carmen took over the UK franchise for all Schick electric products in August, 1970 and are introducing a virtually brand new range of products under the Schick brand. There is the SK307, Lady Schick Console rigid hood hairdryer (£14.95) which now appears with new design features and a choice of striking new colours.

The SK319, Lady Schick Beauty Salon has been redesigned both technically, to

meet BEAB requirements, and visually to keep pace with trends in the buoyant rigid hood hairdryer market. The intended retail price will be £17.95.

Only small quantities of the SK60—Lady Schick Facial Sauna were available in 1970, but it is now being re-launched nationally at £9.95.

Possibly the first time a hair dryer has been produced for the man of the house will be seen when the SK335—Schick Styling Dryer becomes available. It is a hand-held lightweight hairdryer with comb and brush attachments in a complete presentation for men. Retail price will be £7.95 complete. (The Carmen Curler Co Ltd, Carmen House, 223-231 Old Marylebone Road, London NW 1.)

Packs for baby products

Cuxson, Gerrard & Co Ltd, Fountain Lane, Oldbury, Warley, Worcs, say that modern design packs are being introduced for their baby powder and baby pants and they will in future be marketed under



the brand name of Cuxson Gerrard, instead of Sanoid which has been used for many years.

Cuxson, Gerrard baby powder is in 114g tins (2s 10d, £0.14) and 207g tins (5s, £0.25). The same modern design and colours have been adopted for Cuxson Gerrard baby pants (2s 6d) using a high gloss pure white background carton.

KERFOOT PHARMACEUTICALS

BONUS OFFER
open until 26th February 1971

Each bonus
parcel contains the
products illustrated.



If you wish to take advantage of this offer ask your Kerfoot representative for details.



Economy size Polysets

Poly Hair Cosmetics, Lambert Chemical Co Ltd, 35 Dover Street, London, W1, 01-493 9316, are introducing further economy-sized versions for regular users of Polyset (5s 3d, £0.26).

A special circular reflecting counter dis-

penser unit has been designed so that the new sizes can be displayed and sold effectively. Small crowners are also available, made from the same reflecting material, which just clip on to each bottle.

New colours for Fiesta towels

Pink and green are two new border colours for Fiesta the decorated two-ply household paper towel by Bowater-Scott. Fiesta has a 25 per cent share of the total consumer paper towel market, and together with ScotTowels kitchen towels, Bowater-Scott hold over 40 per cent share of the healthy expanding domestic towel market. Extensive market research showed that pink and green would be the most acceptable additions to the popular blue and gold border colours already available with Fiesta. One interesting fact that emerged was that blue Fiesta was preferred overall.

There was a marked preference for two-roll packs among consumers and pink and green Fiesta therefore will be marketed in



double packs only. Blue and gold Fiesta will continue to be marketed in both one and two-roll packs.

The towels are film-wrapped and specially designed stack cards and price cards are available from Bowater-Scott Corporation Ltd, Bowater House, Knightsbridge, London SW1.

Bonus offers

Pharmaton (UK) Sales Ltd, 422 St John Street, London EC1. Geriatric Pharmaton. 14 invoiced as 12.

Cuxson, Gerrard & Co Ltd, Fountain Lane, Oldbury, Warley, Worcs. Cuxson Gerrard baby powder. 14 invoiced as 12 on orders of 3 dozen of a size or assorted. H. & T. Kirby & Co Ltd, Mildenhall, Bury St. Edmunds. Finifume. 48 invoiced as 36.

E. C. De Witt & Co Ltd, Seymour Road, London, E10. Placidex 50 ml. 13 invoiced as 12. 42 invoiced as 36, 100 ml. 14 invoiced as 12. New Yeast Pac beauty mask. 13 invoiced as 12.

Andre Phillippe Ltd, 71 Gowan Avenue, Fulham, London, SW6. 15 per cent on list prices for retail orders. £15 minimum or wholesale orders £100 minimum (Feb 1-28).

Thomas Kerfoot & Co Ltd, Vale of Bardsley, Ashton-under-Lyne. Special bonus with orders of £25 value (see this page).

Lilia-White (Sales) Ltd, Charford Mills, Birmingham 8. Golden Babe Nappy Savers. 3s reduction per case (until February 19). Golden Babe Nappies and Snuggipants. Linked bonus scheme through representatives (until February 19).

Macdonald & Son, Portland Mill, Ashton-under-Lyne. Household cotton wool 16 oz, 24 (full case) charged as 22; 8 oz, 36 (full case) charged as 33; 4 oz, 36 (half case) charged as 33; 1s size, 72 (half case) charged as 66; 100 g, 36 (half case) charged as 33. Pleated household cotton wool 200 g, 25 (half case) charged as 23; 50 g, 50 (half case) charged as 46. Sno-drops cotton wool balls (100's), 25 (half case) charged as 23. 50's, 50 (half case) charged as 46. Minimum three cases assortment of above. (Until January 31.)

Imipramine Hyd. S/C 25 mg.	Oxytetracycline S/C 250 mg.
Penicillin V 125 mg.	Propantheline Bromide S/C 15 mg.
Penicillin V 250 mg.	Quinidine Sulphate 200 mg.
Phenylbutazone S/C 100 mg.	Quinidine Sulphate 300 mg.
Phenylbutazone S/C 200 mg.	Quinine Bisulphate S/C 300 mg.
Prednisone 1 mg.	Quinine Sulphate S/C 300 mg.
Prednisone 5 mg.	Quinine Sulphate S/C 200 mg.
Prednisolone 5 mg.	Tetracycline Hyd. S/C 250 mg.

Phenoxymethylpenicillin Elixir 125 mg. per 5 ml.

Phenoxymethylpenicillin Elixir 62.5 mg. per 5 ml.

**Your order of £25 value
to be selected from
the above list.**



THOMAS KERFOOT & CO. LTD.
VALE OF BARDSLEY ASHTON-UNDER-LYNE

NEW PRODUCTS AND PACKS

Over-the-counter medicinals

Children's decongestant

International Laboratories have produced a children's version of their Mucron tablets, in liquid-form. Mucron liquid is strawberry-flavoured and contains 0.2 per cent phenylpropanolamine hydrochloride and 0.5 per cent guaiphenesin. It is recommended for the relief of congestion in colds and hay fever in children aged over 1 year.

Pack is a cartoned plastic bottle of 100 ml (4s 2d, £0.21) with 5 ml spoon. Mucron liquid is not subject to poisons classification (unlike the tablets). (International Laboratories Ltd, Lincoln Way, Sunbury-on-Thames, Middlesex.)

Cosmetics and toiletries

Skin care programme

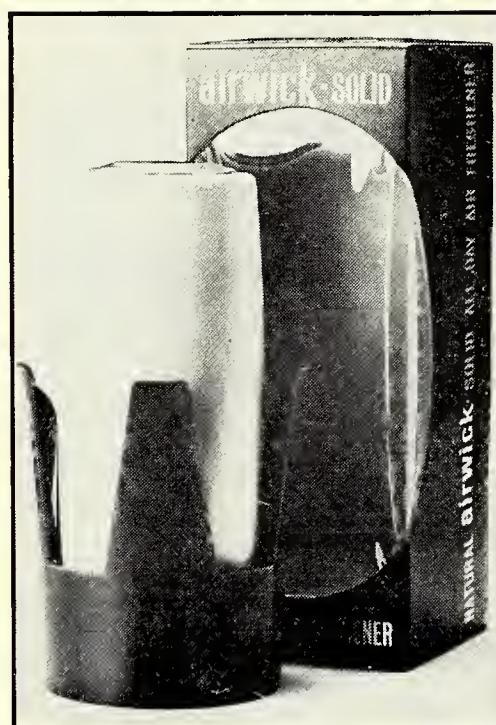
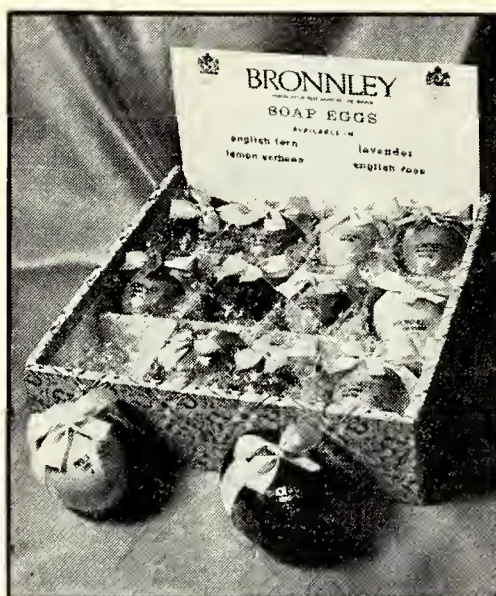
New to the Quant skin care programme is an under make-up moisturiser called Skin Drink (17s, £0.85). Another item in the range, Come Clean, is now said to be creamier and a more effective cleanser than ever.

All the products now come in a new smaller size: Get Fresh (12s, £0.60), Skin Saver (17s, £0.85), Come Clean (12s, £0.60) and vitamin pills (7s 7d, £0.38).

Then there is Mary Quant's "bird bath," a choice of three Bird Bath products, all fragranced with Mary Quant's PM perfume and packed in sachets. There is: Bath oil that dissolves instantly in the bath (2s, £0.10), and Body shampoo, it "cleans like no soap ever did, yet leaves the skin feeling beautifully soft" (2s, £0.10). Bath Beads are tiny blue beads that dissolve instantly under hot running water, turning the bath water a beautiful deep blue with fluffy white peaks of foam (2s, £0.10). (Mary Quant Cosmetics Ltd, Surbiton, Surrey.)

Soap eggs for Easter

Bronnley are currently selling-in to the trade a gay new line designed for Easter time — Soap Eggs. The Soap Eggs (6s; £0.30) are packed 12 to a sturdy counter display box, and come in assorted fragrances of English Fern, Lavender, Lemon Verbena and English Rose. Each



egg-shaped, plump 6 oz of soap is wrapped in brilliant cellophane and ribbon-tied to match. (H. Bronnley & Co Ltd, 10 Conduit Street, London, W1.)

Baby foods

More varieties from Trufood

Three new varieties, two Spoonfoods breakfasts and an unusual Junior Foods dessert, are being introduced by Trufood. Both the dessert and the fruit breakfast contain sufficient vitamin C to provide the recommended intake for the day.

Grilled Bacon Breakfast is made from unsmoked rashers with vegetables in a sauce thickened with wheatflour, while Orange Cereal Breakfast with vitamin C is a puree of oranges, sugar, cornflour, lemon juice, non-fat milk solids and cornflakes. It contains not less than 140 mg of the vitamin per 100 g.

With the intriguing title, Orange and Coconut Fun, the new Junior Food is a novel variety likely to appeal to mothers. It has a marked coconut flavour which blends well with the slightly tart orange and the lemon juice while the minute fragments of coconut give an interesting texture.



The recommended retail prices for the new varieties are the same as the other Spoonfoods and Junior Foods (1s; £0.05 and 1s 5d; £0.07 respectively). Stocks are available now. (Trufood Creameries, Wrenbury, Nantwich, Cheshire.)

Sundries

Airwick now sold in solid form

A completely new kind of air freshener, which is easy to use and non-spill, is being launched throughout the United Kingdom by Jeyes Ltd in collaboration with Airwick Industries Ltd.

Airwick Solid (5s, £0.25) is a blend of essential oils and odour counteractants combined in a solid gel. This is packed in a moulded plastic sage green and white container, the base of which is shaped rather like the petals of a flower. To bring Airwick Solid into action, all that is required is to give the white centre cover a twist, and slide it up slightly (about 1in) through the petals, exposing part of the green stick. In an average-sized room, Airwick Solid is claimed to eliminate odours and provide a residual air freshened effect for 500-600 hours—about one month.

The Airwick Solid container is packed in a distinctive carton with a window front. (Jeyes UK Ltd, Brunel Way, Thetford.)

Kinx from Robinson's

Packaging and presentation take priority with Kinx pleated wool, now nationally-launched by Robinsons of Chesterfield.

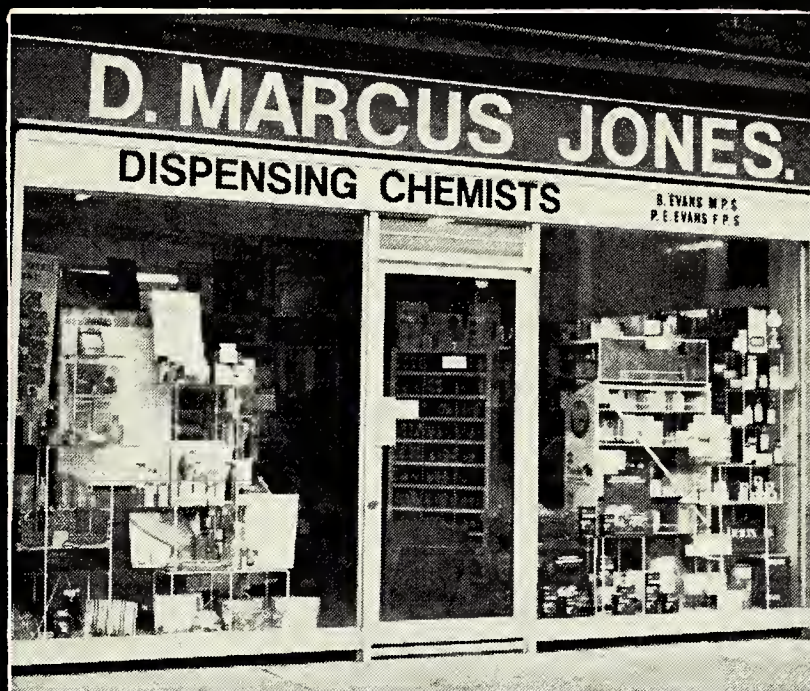
The pack is particularly attractive and handling during distribution is reduced to a minimum by packing six Kinx in a large carry-pack polythene bag, together with show card material for retailer. In the shop, that large pack can be used as pedestal for floor display with several unpacked Kinx on top.

The width of pleat makes it easy for the user to pull off the right amount of wool, the quality of which can be seen through the transparent polythene bag. There are six Kinx bags per polythene carry pack, six carry packs per container (36 bags) (Robinson & Sons Ltd, Wheatbridge Mills, Chesterfield, Derbyshire.)

before



after!



**a new shopfront
transforms
takings, too!**

A UNIT SHOPFRONT is a low cost investment which can be expected to pay for itself out of increased profits.

The impact of a UNIT SHOPFRONT on takings is convincingly confirmed by boosted turnover and profits of hundreds of installations. (We put in over 300 last year alone!)

Even a modest 10% increase in takings is enough to finance an average installation within 3 years.

This imaginative new approach to good design, sound construction and realistic financing of Shopfronts is bringing a bright new look to shops and their turnovers.

- * over 600 imaginative, functional designs
- * High-quality materials
- * Really low prices
- * Repay out of increased profits
- * Finance available

**Unit
Shopfronts
Limited**

9 AINTREE ROAD, PERIVALE,
MIDDLESEX. Tel: 01-997 9943/6

Send the coupon for full details

NAME _____

ADDRESS _____

TELEPHONE No _____

CD/16/1



**We'll help you profit from
the fat of the land.**

A hefty new Consumer Department.

We at Burroughs Wellcome have just formed a new Consumer Department.

Its sole function will be to sell and help you sell our consumer products.

Saxin* is where it all begins.

Britain's longest and best established artificial sweetener is about to get the biggest sales drive in its history.

The largest advertising campaign ever for an artificial sweetener.

Saxin is being presented to your customers in a completely new way.

In media we're thinking bigger than ever. Whole pages and half pages in full colour in Woman, Woman's Realm, Good Housekeeping, Vanity Fair and She.

Making sure that any woman who is in the artificial sweetener market — or should be — knows about Saxin!

But that's not all. In May a large National Press campaign will act as tactical support — just when it's most needed. In your peak selling period.

Creatively, we're making sure Saxin is the artificial sweetener of the 70's.

Style and elegance in our approach; meaning in our message. That's the key to our exciting new Saxin campaign.

The weightiest promotional campaign ever.

This is where the big surprises will come.

And for the moment we want to keep them as surprises.

But what we will tell you now is

Fatter profit!

that our promotional programme is guaranteed to give you the biggest support ever in the artificial sweetener market. We're talking big. We're acting big too.

Need we say more. Everything we do will lead to fatter profits for you. It's going to be a big year for Saxin.



Saxin
sweetener

* Trade Mark

DOES THEIR MESSAGE REACH YOUR MARKET?

Hugo Dunn-Meynell, deputy chairman, Osborne Group of advertising agencies, offers some guidelines for assessing the effectiveness of product advertising.

Retail pharmacists have to make buying decisions on new or existing products several times a day. Is it worth buying that new slimming product (yet another one) and if so, how many dozens? What are the principal criteria on which to base the decision? The reputation of the manufacturer, the quality and price of the product, the advertising or other factors? Certainly advertising is one of the most important promotional factors in the marketing of many product categories and one of the most difficult to assess.

For instance, in the following categories, above-the-line advertising (advertising in the Press and on TV, as opposed to promotions such as competitions) has been estimated as a percentage of the sales turnover at manufacturers' sales price:

Lipsticks	10 per cent
Face cream	14 per cent
All purpose creams	12 per cent
Leading analgesic brands	20 per cent

It is obvious that in these product categories the advertising is an important—if not the most important—element in the marketing plan. The weight of advertising behind individual products can vary enormously from the average. It is difficult for the chemist to judge which products are heavily advertised and those that are not until, in some cases, it is too late and stocks just stay on the shelves.

The manufacturer's publicity to the trade (and sometimes to his own sales force) often exaggerates the size and scope of brand advertising. The size of a manufacturer's trade advertising would appear to increase as his consumer advertising becomes smaller. So how can a chemist judge a successful campaign?

First, try to judge by the weight and success of the previous campaigns, especially if there is a history of successful advertising in the past. But, be wary of products that were launched a year ago.

If a product looks like being a failure after its initial launch, a manufacturer may drastically cut back the advertising budget in the second year. A budget of £100,000 can dwindle to less than £20,000. The best way to gain information on the

advertising and promotion of a product is to quiz the representative. You will be able to assess the campaign by the information he does or does not give you.

Secondly, keep up with the trade Press columns that give information about forthcoming campaigns, such as the C & D's "On TV Next Week." When you look through the newspapers and magazines, and at commercial television, try to gauge which manufacturers are backing their promises of frequent advertising.

Patent medicine advertising

Ugly — but successful.

"Patent" medicine advertising is promoted in small space campaigns with exceptional results. It is often scoffed at because the spaces are small, the layouts ugly, the headline and copy crude and apparently without wit or imagination. But whether the purists agree with it or not, it is often successful.

Traditional patent medicine advertising is based on certain principles which can be summed up as: small advertisements appearing as frequently as possible. The frequency is of prime importance. If a reader has rheumatism the day he looks at the paper, he'll pick out an advertisement—no matter how small it is—relating to rheumatism. On any given day there will be a number of readers who are

suffering from rheumatism and are consciously or unconsciously, looking for a remedy. The advertisements can, therefore, be small and allow the budget to be used to achieve greater regularity.

The next important point is that the name of the ailment should be featured boldly within that space, so that the sufferer will be able to see it quickly even in a crowded newspaper page. Wherever possible it will quote a testimonial which reassures a reader and underlines the main promise of the advertising. All this results in a small advertisement which can often look untidy and ugly—but it is usually successful.

What is the target audience?

The choice of media is dictated by the budget limitations, the definition of target audience and the creative requirements. The target audience can be defined by age, sex, area and social grade. The most commonly-used breakdown of social grades is that used by the National Readership Survey. The occupation of the head of the household is used as an indication of background, education and therefore tastes and buying attitudes. His wife and family are assessed as being of the same social status as him. The incomes shown have been added as a guide to the average nett income in each grade; nett income being gross earning less income tax, National Insurance contributions, pension deductions, etc. The grades are summarised below.

Seasonal products

Whereas "patent" medicine advertising may continue fairly evenly throughout the year, campaigns for cosmetics or toiletry products can be highly seasonal. The nature of the products themselves dictates this, but there is, however, another factor that exaggerates the seasonal peaks and troughs. Because of a limited budget the advertiser will rightly concentrate his advertising on the peak season. This concentration on the main selling period is quite logical though it can be confusing for the chemist. No brands are quite as seasonal as the weight of advertising would suggest.

Grade	Percentage all adults	Social Status	Occupation	Head of Household's Nett Income likely to be
A	4	Upper middle class	Higher managerial, administrative or professional	£2,200 and over per annum
B	9	Middle class	Intermediate managerial administrative or professional	£1,400 per annum
C1	18	Lower middle class	Supervisory or clerical and junior managerial, administrative or professional	£1,000 per annum
C2	38	Skilled working class	Skilled manual workers	£900 per annum
D	27	Working class	Semi and unskilled manual workers	£700 per annum
E	4	Those at lowest levels of subsistence	State pensioners or widows (no other earner) casual or lowest grade of workers	£450 per annum

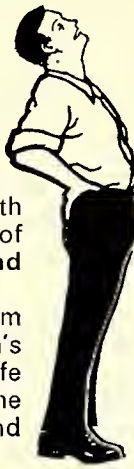
BACKACHE

RHEUMATISM, LUMBAGO, FIBROSITIS



Mr. J.G. of Derbyshire writes: "I was a sufferer with backache . . . tried almost everything, then I thought of Doan's Backache Pills and I can honestly say I have had wonderful relief."

This is a typical case. Thousands like him suffering from backache, rheumatism, lumbago, fibrositis turn to Doan's for relief. It contains paracetamol, the modern safe pain-killer which works quickly and effectively to soothe away nagging aches and pains around muscles and joints. Get Doan's today at chemists.



DOAN'S *Backache* PILLS

In this advertisement the name of the complaint is featured as large as possible in the space, together with a testimonial and photograph

Use of media

To illustrate how a campaign may be conducted, we can take a case history.

Thos Christy of Aldershot already had a profitable face pack in their Lanolin face pack range. To achieve a larger share of the market the LemPak Beauty Mask was introduced. The product was not launched on an "investment" basis but paid its way at every stage of development. In the first year, the advertising budget was comparatively small and insertions were concentrated in the spring period when sales are at a peak. The media used was national newspapers. This was to achieve flexibility — if the product was successful, the schedule could be extended quickly, which it was after the initial launch. At this stage the company avoided media that carried a lot of competitive advertising.

Later the sales turnover had grown considerably and the budget was increased accordingly. The company was able to contemplate the use of television, which with its high production and time costs could not have been used earlier. The TV test market in Anglia produced favourable results and in the following year TV was used in all the major regions.

Merchandising

Below-the-line (reduced price offers, competitions, free offers, and so on) can, if appropriately planned have a positive effect on sales.

The objective of consumer promotions is, obviously, to increase sales during and after the period of the promotion, with subsidiary objectives such as obtaining distribution of a new size or line, or widening distribution of an existing line. Extra sales are obtained not only through regular purchasers buying more and from brand-switching, but also through impulse purchases, which can add considerable extra sales.

In 99 cases out of 100 the promotion should be backed by advertising—or it will fail. An unsupported promotion in a product category may increase sales slightly and temporarily while it is on but sales will fall back immediately afterwards, and probably to a lower level than before.

With the growth of self-selection, the space for promotional material is becoming more limited and the initial assessment of the need for display grows in importance. But let's make no mistake, a promotion of a good line, properly backed by advertising, is worth supporting by showing a display.

The pharmacist should adopt a systematic approach to the placing of displays. He should decide how much space he will give to the promotions, how many displays he wants in the shop at any time and exactly where they will be placed. Once a pattern has been established then he can judge each promotional display in the light of his own requirements. And, to be honest, the retailer is doing no-one a favour, least of all the representative, if a display is put up one day and thrown away the next. Be fair with the representative—if you have no room for his display say so. If you do place the display, keep it in position for two to three weeks.

You should judge point of sale displays by these criteria:

Is there a demand for this product in your area?

Is the product being promoted?

Apart from placing a display featuring a national promotion, the retailer can also produce his own linked promotion. For example, a selection of slimming products—tablets, foods, drinks, mechanical aids, exercisers—displayed together, will often produce better results than if the products are shown individually.

Judging creative work

There is no magic formula for judging the effectiveness of an advertising or promotion theme. This is where the individual pharmacist has to use his own judgment when he sees an advertisement. How effective will it be with *his* customers? What works in some cases doesn't hold good in others. A distance of a few miles between a suburban shop and a city centre shop can make a big difference in the type of customer and the kind of purchases made. At the same time, don't dismiss an advertisement appealing to the teenage girl as being too flippant and irrelevant. Agencies know their markets.

INFORMATION FOR MANUFACTURERS

Filter companies marketing agreement

Doulton Industrial Products Ltd, Stone, Staffs, and Dollinger Corporation, Rochester, New York, have completed a long-term agreement to manufacture and sell each other's filters. As the products of the two companies are largely complementary they will each be able to offer a considerably wider range of filters.

Spra-Guide comes to Britain

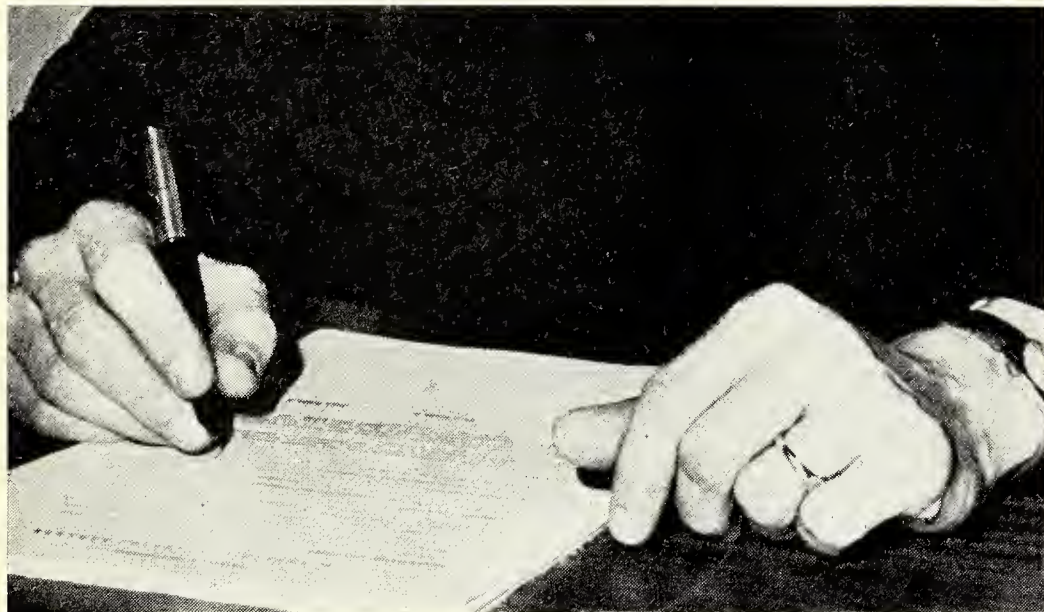
Available for the first time in the UK in 1971 is the Spra-Guide, a directional, non-removable aerosol top costing little more than conventional ones. It is manufactured by Johnsen & Jorgensen (Plastics) Ltd, Grinstead Road, SE8 under licence from Seaquist Valve Company of America and Aerosol Research and Development Ltd.

Spra-Guide tops have been designed to achieve consumer appeal in both appearance and practicality and by creating a logical, unavoidable approach for the finger, the likelihood of spraying in the wrong direction is reduced.

The first company to use Spra-Guide in Britain is Cooper, McDougall & Robertson Ltd. They chose it for their new-look Fresh Aire aerosol.



SIGNED AND SEALED... BUT DOES IT WORK?



Peter Miller looks beyond the small print on service agreements

This is a free country, and most employers feel that if a man who is employed by them can better himself by moving elsewhere, at a salary which they are not prepared to meet, then he is perfectly entitled to do so.

While various "fringe benefits," ranging from an occupational pension, to luncheon vouchers (and, perhaps, on occasions even help with the purchase of a house) may be offered, generally speaking these are no more than inducements to somebody to remain with one as an employee. They are a long way from creating a happy "family feeling" in a pharmacy. And it is surprising how important is such a feeling, even in this materialistic age. Often it needs more than the offer of a few extra pounds in salary to induce an employee to leave for other employment.

Nevertheless, the point is that there is no compulsion to stay. Given that an employee has that freedom, an employer needs to build into a contract a certain amount of protection for himself in the event of an employee leaving, especially if the person concerned should be a manager.

The reason for this is that while it is quite fair that an employee should leave if he wishes to do so, it is not necessarily fair that he should take with him customers of his previous employer. This is a point against which employers should guard, by arranging for all staff to agree to a suitable contract of service when they are engaged.

There are, of course, two sides of any argument, and the employee who leaves could say that business is simply a matter of competition. If, by moving to a competitor, or setting up on his own in the neighbourhood, he can take with him

customers of his previous employer, he may claim that that is up to him.

This, however, is not entirely fair comment. A manager, or any other member of the staff, who builds up a loyalty from customers, is building up that loyalty on behalf of his employer. He is only an employee. Those customers belong to his (or her) employer, and not to the individual employee.

How can this difficulty be overcome? Clearly, the best plan is to have everything set down in black and white at the outset, signed by both parties. The fact that an employee has signed such a contract is likely to be enough to prevent him from "poaching" customers if and when he leaves in the future.

Should he, however, flout his undertaking (and this has happened on a number of occasions in the past), the fact that the contract is a legal document means that his ex-employer is entitled to go to Court in order to restrain his new activities.

If nothing is agreed at the outset, an employer is in a very weak position. All may be well, but there is a good chance that trouble may develop at a later date. And goodwill that may have been built up over a long period can disappear quite quickly when there is an argument, especially if there is the prospect of a substantially higher salary and/or profit commission to be obtained from elsewhere.

How should a clause be worded in a contract? The National Pharmaceutical Union has a contract, known as a Manager's Agreement, which can be used. The appropriate clause in this agreement reads as follows:

"The manager shall not for a period of years from the termination of his

employment under this agreement whatever the cause or mode of such termination within a radius of miles from the said shop at aforesaid without the previous written consent of the employer either alone or jointly with or as manager or other employee or any other person firm or company directly or indirectly carry on or be engaged concerned or interested in the trade or business of a retail chemist and/or dealer in photographic goods under a forfeit of one hundred pounds to be paid as liquidated damages and not by way of penalty the payment and receipt thereof to be without prejudice to the employer's right to sue for an injunction for any breach of this clause."

Read that through once or twice, put in the punctuation where necessary, and that clause is reasonably intelligible.

By signing the agreement, the manager is agreeing not to join or set up a business of a retail pharmacist and/or dealer in photographic goods within a stipulated distance of his employer's business, within a stipulated period after leaving that employer.

The really important part of this clause is the figures which should be inserted in those blank spaces. This can make the difference between success and failure of the agreement.

What is not always fully appreciated is that, to succeed at court, the condition to which the employer agrees must be *reasonable*, in the eyes of the Court. Unfortunately, it is very difficult to define in advance what can be considered reasonable. As a guide, however, a condition is unlikely to be held as such if it goes beyond normal reasonable protection for the employer to the extent that it seriously penalises the ex-employee. Thus, if the clause should be so far-reaching that it would make it difficult for the ex-employee to use his abilities elsewhere, it would be over-ruled by the Court. This means that the clause would be completely null and void. The practical effect of this would be that the employee would be able to do exactly as he liked.

If a clause is too restrictive, it will not be worth the paper on which it is written.

The moral to be drawn from this is to have a clause restricting the activities of employees after they leave one's service—but for it to operate only so as to prevent them from interfering seriously with one's normal custom. It is much better to make sure of that, rather than to plug every loophole and find that the whole clause is voided by the Court.

That, of necessity, is no more than a generalisation. It is very difficult indeed to give specific limits that are likely to be accepted by a Court, since so much depends on individual circumstances, the neighbourhood in general, and especially the number of pharmacies in the area. If the area is being developed, the position may well be different from an area where, for one reason or another, depopulation is taking place.

Nevertheless, after a good deal of research into the attitudes adopted by courts throughout the country, the National Pharmaceutical Union has made

certain suggestions. It should be stressed that this research has not been based solely on the attitude adopted towards pharmacies since there have not been enough cases to provide a reasonable and accurate overall picture.

This means that the position with other businesses has been taken into account as well in arriving at the following conclusions.

It is thought that in country districts, the period of restraint should not be more than three years, and that a five-mile limit should not be exceeded. To go beyond that figure could result in the whole clause being voided.

In what is described as "suburban districts," it is suggested that the time limit should be not more than two years, and the prohibited area should not extend beyond a radius of two miles from the employer's business.

Local loyalties are considered to be much less strong in towns—where, incidentally, much more custom should be available. As a result, not more than one year is suggested as the time limit, and a maximum of a half-mile radius is recommended territorially.

While in some cases it may appear as though those figures err on the side of the employee, it should be remembered that this is what one must do. It is virtually impossible, by judgment, to select the exact maximum figures that would be permitted by a Court, especially since the Court's judgment will be based on individual opinion. To err on the side of the employer would mean that the whole clause would be null and void.

While managers are unlikely to leave without giving the required period of notice, this may well happen in the case of more junior employees. What action can one take in this event?

In theory, one can sue for damages, and even for an order for specific performance, requiring the employee to serve his or her period of notice. Nevertheless, while that may be the strict legal position, it is more of academic value than practical value.

To succeed in court against an employee in these circumstances, it would be necessary to *prove* that the sudden departure of the employee had resulted in an actual financial loss. Clearly, this would be very difficult to prove. In any event, in the majority of cases there might be no financial loss at all. It is most unlikely that it would be possible to obtain any damages.

Admittedly, in theory, one should be able to obtain an order for specific performance. Nevertheless, it is most unlikely that a court would compel an employee to work against his or her will. This is not because a court would be biased against an employer, but simply because such action could lay up more trouble for the future. For instance, a court could not supervise the carrying out of the work. And in these circumstances of compulsion it is most unlikely that an employee would work well.

Thus, although in not working out a period of notice, an employee may have broken a contract, probably it is better to let him or her go, without more ado.

'MONDOLA' DISPLAY SYSTEM

The "Mondola" display and storage system, designed by Mr. J. B. Thompson, MPS, 150 Charminster Road, Bournemouth, Hants, is claimed by its inventor to "add a completely new dimension to versatility in storage and display", enabling the user to "custom build fittings at mass production prices."

The system is based on the "major module" which is a framework (with solid base) in the shape of a 2ft triangular prism. This framework can accommodate spring clips or side panels, and its up-rights are drilled to take shelf-supporting studs. There is a removable solid top.

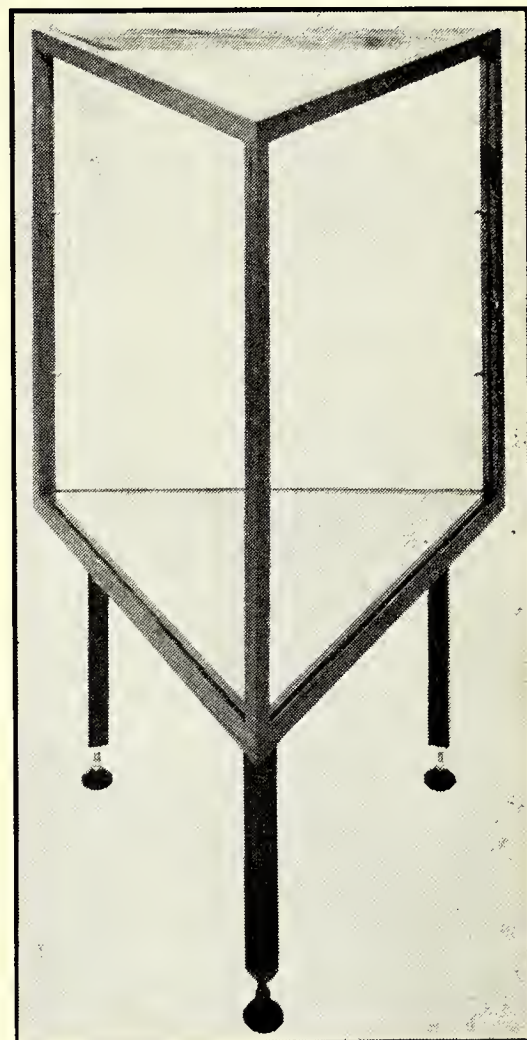
The module, which costs £30, is available in teak, mahogany, light oak or painted finish, stands on legs which are available in different lengths and have adjustable feet to compensate for variations in floor level (£3 18s 6d set of three). Shelves, with supports, cost £2 3s for two.

Removable side panels are available in wood, glass or Perspex £1 10s each.

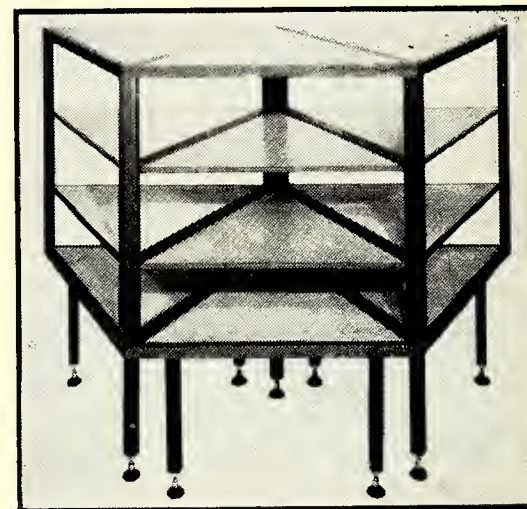
The single modules can be used either as display units (with top on, shelves, and glass side panels) or as dump bins (top removed, solid side panels). Alternatively combinations of modules can be put together to form larger, more complex units as shown at foot of column.

Companions to the "major modules" are the "minor modules" (£1 10s) which lock into the upper surface of the larger units and can be linked together to provide either top displays or internal focal points.

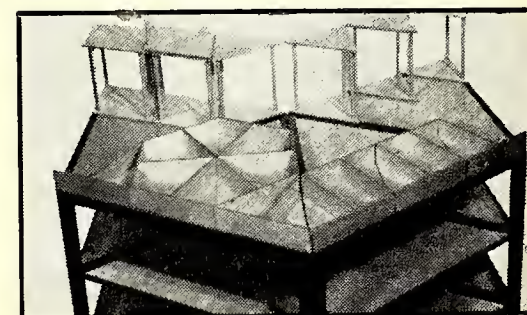
Binning trays (£1 10s) can be locked to the top of units in combinations to produce rectangular, triangular and diamond-shaped stock units above the main level.



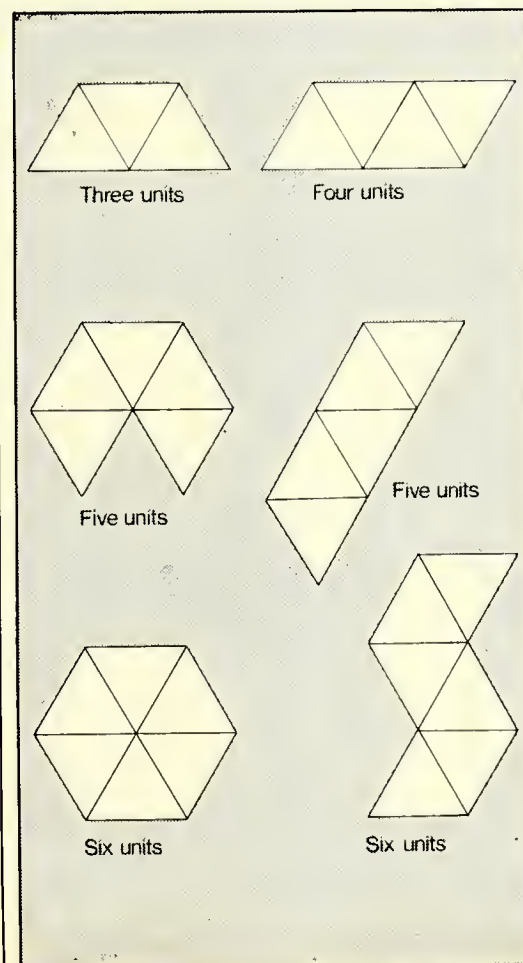
A single "major module"



A composite unit of three "major modules." Butt-up strips (£1 16s for two) fill the shelf gaps



This detail of the top of a combined unit shows the "minor modules," at rear, and binning trays in position on the "major modules"



PROMOTIONS

New Trufood showcards

Three new full-colour showcards, one specifically designed to promote the recently-introduced Toddler Meals range, have been produced by Trufood.

Designed to introduce the new range to mothers and emphasise its scope, the Toddler Meals showcard carries the headline "Toddler's Menu!" This is printed in light tan above individual pictures of each of the varieties arranged around a shot of a small boy playing with a ball. At the foot the brand name, "Trufood baby foods" is printed in blue and tan alongside a black and white picture of a jar cap. The card measures 14in high and 10in wide.

The other two showcards are intended for general promotion of the baby foods ranges. Each echoes the theme of current consumer advertisements in which the illustrations—photographs of mothers feeding their babies—are used. Both cards set out the message "Trufood a lot of extra care for a few extra pence" and illustrates Spoonfoods, Junior Foods and Toddler Meals ranges. Available from Trufood representatives or direct from the company at Guildford, Surrey.

Marigold housegloves on television

Throughout January, February and March Marigold housegloves television advertising will be seen in London, Midlands and Wales and West regions.

The popular "By George, they're good" commercial will be shown in the London and Midland areas; while Wales and West will screen "Hands," a new commercial highlighting the new Marigold Chic glove with Soflex, currently on test market.

Marigold have timed the campaign to link with the high point of the houseglove buying season. (LR Industries Ltd, Hall Lane, London E4.)



Just a few of the "gifts" available to chemists taking advantage of NPU Marketing's new promotional scheme for Professional toothbrushes (C&D, January 2, p 12). Each pack purchase attracts bonus terms and "points" to be accumulated and exchanged for more than 2,000 gifts. (NPU Marketing Ltd, 321 Chase Road, London N14)



Both versions of Lixia cold relief—the standard lemon and honey and the new blackcurrant flavour—are displayed side by side on this counter unit. Designed in colours matching the two packs, the unit measures 9in wide, 17in high and 6in deep, and is available from representatives (Nicholas Products Ltd, 225 Bath Road, Slough, Bucks)

Advertising dinners for the elderly

Details of Heinz promotions for their new Dinners for One (last week, p 42) are announced in this issue. Consumer Press advertising starts on February 14 and runs through March into April.

Leaflets will be distributed through doctors, health visitors and welfare workers and are available for use at point of sale. Product samples will be mailed to those concerned with the care of the elderly and there will be other promotions to these workers through personal contact, the Royal Society of Health congress exhibition and the professional Press.

The product is initially being distributed only through pharmacies (H. J. Heinz Co Ltd, Hayes Park, Hayes, Middx.)

Offers in Wincarnis campaign

A new national advertising campaign for Wincarnis is under way, timed for the peak tonic wine selling season. The campaign consists of dominant spaces in national daily and Sunday newspapers and women's magazines, and is the result of a research survey of the tonic wine market undertaken by Coleman & Co in 1970.

In the advertisements, consumers will be offered the opportunity of obtaining a generous sample of Red Label Wincarnis and will receive as well as the sample a 2s voucher redeemable against a full bottle of Red or Gold Label Wincarnis. A full range of supporting display material is available. (Coleman & Co Ltd, Westwick Street, Norwich NOR 17A.)

"Extrovert" crownners for Minadex

"Minadextroverts" are new, lively and colourful display pieces for Minadex, Glaxo Laboratories' vitamin-mineral syrup. All items carry the slogan "Minadex builds up children" and feature illustrations of energetic youngsters.

The pieces include an attractive pack dispenser, a set of three "Minadextroverts" to use as single pack crownners and an economy flagging device to draw attention to the saving on the new 400 ml economy size.

The display pieces can be ordered from the merchandising officer, Glaxo Laboratories Ltd, Greenford, Middlesex, or through the field force.

New look for Mum deodorant

Bristol-Myers have given their Mum deodorant a new look. Both Rollette and refill labels and cartons have been redesigned to give the range a more modern feeling with appeal to the young.

Theme of the packaging emphasises Mum's unique choice of fragrances, with simple floral motifs for Pink Rose, Blue Heather and Green Fern. A snow-crystal distinguishes unperfumed Rollette. Complementary display material is available, including a specially designed gilt-wire dispenser (to hold 6 dozen assorted Rollette and refill), headboards, dump bins and "shelf talkers." (Bristol-Myers Co Ltd, Stamford House, Langley, Bucks.)



ON TV NEXT WEEK

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands.

Anadin: Ln, M, WW, A

Anadin cold treatment: Lc

Askit: Sc

Beecham's powders: All areas

Beecham's powders + hot lemon: All areas

Beecham's tablets: All areas

Buttercup syrup: Lc, Y, NE

Cabdrivers adult linctus: Y

Marigold gloves: Ln, M, WW

Phensic: All except E, CI

Steradent: Ln, Lc, Y, A, B

Trufood baby milk (humanised): M, Lc, Y, So

Venos: All areas

Vosene: All areas

Yeast Vite: M, Lc, Y, Sc, WW, NE



1780-1971... but can you spot the earliest?*

Above, some prototypes. All ingenious, mostly successful. And all hand-made. The majority are Victorian and Edwardian: none is later than 1920. But which is the earliest of all?

The one that seems to double as a catapult, in fact, is threaded with dental floss. The handle with the scimitar-like end acted as a toothpick. The round object is an ivory stand. And several are geared to clean both sides of teeth simultaneously.

Since 1780 we've produced over 1,000 million toothbrushes and our experiments have led to the ideal model for the 1970s.

The *Wisdom Gem*, with its brilliantly conceived arrangement of paired, tapered tufts, can get right between your teeth to wiggle out decay-causing food particles.

The Wisdom Gem



Wisdom Toothbrushes are made in England by Addis of Hertford

*Middle row, third from left: circa 1798

So who cares if they don't eat properly?



WEEKLY CHANGES AND ADDITIONS to December Quarterly Price List

WALLIS SUPER SACCHARIN

SUPASAC

the slimmer's sweetener
with the **fat 100% profit**
for chemists only!

from your usual wholesaler

Trade prices are given per dozen unless otherwise stated. Bold upright figures (2 9) in the retail columns indicate the price is subject to retail price maintenance. Italic figures (2 9) is manufacturers recommended price. Light upright figures (2 9) is a suggested guide. A = Price Advanced. R = Price Reduced. ● = New entry. D = Delete. C = Correction. / = Insert.

	Trade	PT	Retail			
			£·p	s	d	
Hands (1227 THP) existing entry						
Hands (671 Jeyes)						
disinfectant 200ml	0.98		0.10	2	0	
340ml	1.30		0.14	2	10	
570ml	1.99		0.21½	4	4	
570ml	2.04		0.22	4	5	
p.v.c.						
chromycin (746 Lederle) T5						
ophthalmic oil						
suspension 6ml	0.28ea		0.42	8	5	
actal (1599 Winthrop)						
pulv. pro mist 150g	—		—	—	—	D
actifresh (1535 Phillips)						
(distributors 903 NPU)						
airwick (671 Jeyes)						
"all day" bottle	2.16		0.22½	4	6	
refill	1.80		0.19	3	10	
aerosols						
alpine mist, fly killer,						
lilac time, spring	1.65		0.18	3	7	
time mist	2.18		0.22	4	5	
moth proofer						
alberto-culver (1437 ACC)						
Get Set hair spray						
303g	2.64	A	0.43	8	7	
alka cold (843 ML) Harlec hand West areas only	1.395	B	0.19½	3	11	
tablets 10						
allenbury's (34 A & H)						
malt extract 1lb	2.88		0.32	6	4	
2lb	5.31		0.59	11	10	
with c.l.o.						
1lb	2.88		0.32	6	4	
2lb	5.31		0.59	11	10	
almevax (208 BVV)						
rubella vaccine						
ampoule 1	1.06ea		1.59	31	9	
3	2.60ea		3.90	78	0	
alphosyl (1178 Stafford)						
lotion 250ml	11.70	B	1.80	36	0	
225ml						D
anadin (655 ICC) Lancs area only						
cold treatment						
powders (5)	1.34	B	0.19½	3	11	
anase (1080 Rorer)						D
anase (324 Crookes)						
anapax (1053 Rexall)						
junior aspirin						D
andy (1392 TT)						
sleeping gloves	2.94	D	0.40	8	0	
andyettes (1392 TT)						
household gloves	4.46	D	0.61	12	3	
antiperiodic (211 Butler)						D
aqua manda (532 Goya)						
fragrance spray	3.18	A	0.54	10	10	
after shave	2.59	A	0.44	8	10	
arosan (1061 Riker)						D
askit (69 Askit)						
powders						
trade box 30 x 3	0.825	B	3 for	0.05		
70						D
tablets 20	0.835	B	0.12½	2	6	
18						D
aspellin (1023 Radiol)						
aspirin spirit liniment						
100ml	2.65		0.33	6	7	
450ml	0.63ea		0.94	18	10	
21	2.65ea		3.95	79	0	
aspro (893 Nicholas)						
tablets soluble 8	0.485	B	0.06½	1	3	
avena (1480 Izal)						
bath crystals 16oz	1.20	A	0.10	2	0	
ayrton (78 A5 & Co)						
honey (clear or set)						
special blend ½lb	1.25		0.15	3	0	
1lb	2.10		0.25	5	0	
penicillin VK mixture						D
penicillin VK elixir						
tablets (485 Fulford)	0.90	B	0.14	2	10	

	Trade	PT	Retail			
			£·p	s	d	
Baby Life (1499 BLP)						
terry squares muslin	6		—	—	—	D
Babytown (1554 BL)						
fluffy puffs	0.60		—	—	—	
muslin squares						
24 x 24 (12)	1.45		—	—	—	
terry squares						
24 x 24 (12)	2.00		—	—	—	
luxury (12)	2.20		—	—	—	
Ballet (702 KC)						
25 case rate minimum order direct						
toilet tissue twin roll	1.48		0.06	1	3	
(2 doz)						
Barret (485 Fulford)						
Swiss hand treatment						
large	3.50	A	0.60	12	0	
Benzac (1335 Wigglesworth)†						
tablets 15	0.75	B	0.12½	2	6	
40	1.50	B	0.25	5	0	
Betadine (878 Napp)						
ointment 25g	2.40		0.27	5	4	
Betnelan (518 Glaxo)						D
ampoules						
Bilax (485 Fulford)						
pills 50	1.10	B	0.17	3	5	
Biatergic (972 Pharmax)						
detergent 2k	1.54ea		—	—	—	
20k	13.20ea		—	—	—	
50k	28.87ea		—	—	—	
Bisks (1530 Fisons)						
chocolate digestive	2.72	C	0.34	6	10	
water biscuits 4oz	1.70		0.17½	3	6	
7½oz	2.47		0.25	5	1	
15oz	4.33		0.45	8	11	
Bisma Calna (211 Butler)						D
cream 500ml						
Bradilan (878 Napp)						
tablets 50	8.30	B	1.25	25	0	
250	37.50	B	5.62	112	4	
Breck (1509 C of GB)						D
baby shampoo						
Brocadopa (192 Brocades) †s4B						
capsules 125mg 100	1.39ea		—	—	—	
250mg 100	2.73ea		—	—	—	
500mg 100	5.34ea		—	—	—	
Bronnley (194 Bronnley)						
soap turtle oil						
toilet 0642			0.13	2	7	
bath 0643			0.22	4	5	
Brovolin (878 Napp)						
cough syrup 150ml	0.27ea	B	0.48	9	7	
Brovon (878 Napp)						
pressurised complete						
†s4B	6.60		0.78	15	8	
Bu-To (128 Biometica)						
with D.I.A. 100g	3.25	A	0.53	10	6	
Buxton (1323 Westmacott)						
rubbing bottle	1.15	B	0.17½	3	6	
1.75	B	0.26	5	3		
Calavite (228 Carlton)						
tablets 30	0.15ea		0.20	4	0	
100	0.40ea		0.65	10	8	
1000	3.25ea		4.33½	86	8	
C.A.M. (1091 Rybar)						
150ml	1.80	B	0.28	5	7	
Camoquin (938 PD)						D
tablets 3 and 1000	—		—	—	—	
C.A.P. (211 Butler)						D
Carbonet (1155 S & N)						
non-adherent dressings						
3½ x 3½ x 10 CT4	1.86		0.22	4	5	
30	3.215		0.38	7	7	
7½ in x 4 yd strip	5.78		0.68½	13	8	

DUAL PRICING

Retail prices in this supplement are quoted in both decimal currency and fsd to help users prepare for D-day, February 15, 1971.

Column 1: Trade price in decimal currency per dozen.

Column 2: Purchase tax rate code. A=55 per cent; B=36½ per cent; C=22 per cent; D=13¾ per cent.

Column 3: Retail price in decimal currency

Column 4: Retail price in £sd

	Trade	PT	Retail			
			£·p	s	d	
Carnation (339 CG)						
callous caps	0.854	B	0.13½	2	8	
corn caps	1.85	B	0.11½	2	4	
(2½ doz)						
corn paint	0.962	B	0.15	3	0	
foot powder	1.125	B	0.17½	3	6	
Carresin (553 HC)						D
Carresin (293 Cowper)						
germicidal liquid						
120cc	—		0.19	3	10	
Caved-S (1237 Tillott)						
tablets 60	1.025ea		1.37½	27	6	
240	3.75ea		5.00	100	0	
600	8.22ea		—	—	—	
C. B's (1335 Wigglesworth) existing entry						D
C. B's (1335 Wigglesworth)						
colts foot bronchials	0.55	B	0.09	1	9	
1.20	B	0.19	3	9		
Cecil Wood (1323 Westmacott)						
head powders	1.55	B	0.22½	4	6	
tablets	0.70	B	0.10	2	0	I
influenza powders	1.00	B	0.15	3	0	
2.40	B	0.34	6	9		
tablets	1.00	B	0.15	3	0	I
nerve powders	1.55	B	0.22½	4	6	
Celbenin (1393 BRL) existing entry						D
Celbenin (1393 BRL) T5						
vials lg 10	103.4ea		—	—	—	
Celtex (1164 55L)						
sanitary towels						
super soft 12	1.445		0.14½	2	11	
18	2.03		0.21	4	2	
30	3.24		0.33½	6	8	
Certor (785 Macdonald)						
bandage triangular						
unbleached 51 x 36	1.195		—	—	—	
cellulose tissue 16oz	3.40		—	—	—	
cellulose wadding						
16oz	2.05		—	—	—	
cotton wool absorbent						
1oz	0.535		0.06½	1	4	
2oz	0.89		0.11	2	2	
4oz	1.50		0.17½	3	6	
16oz	5.05		0.56	11	2	
hospital quality 1oz	0.47		0.06	1	2	
2oz	0.74		0.08½	1	8	
4oz	1.215		0.14	2	9	
8oz	2.34		0.27	5	5	
16oz	3.90		0.43	8	7	

Specify **'Wellcome'** brand Insulins

Soluble · Lente · Protamine · Globin · Isophane and 'Nuso' Neutral Insulin



Burroughs Wellcome & Co. (The Wellcome Foundation Ltd.) Dartford, Kent

	Trade	PT	Retail		
			£·p	s	d
cotton wool pleats					
50g	0.525		0.06	1	3
200g	1.20		0.14	2	10
gauze ribbon sterilised					
1/2 in x 6yd	0.66		—	—	—
1 in x 12yd	1.085		—	—	—
1 in x 6yd	0.775		—	—	—
1 in x 12yd	1.295		—	—	—
non-sterilised					
1/2 in x 6yd	0.61		—	—	—
1 in x 6yd	0.725		—	—	—
gauze swabs					
3 in x 3 in—8ply	0.40		—	—	—
gauze tissue BPC 4oz	1.74		—	—	—
16oz	6.00		—	—	—
lint boric					
1oz	0.87		0.11	2	2
2oz	1.50		0.18 1/2	3	8
4oz	2.775		0.31	6	3
16oz	10.15		1.09	21	9
plain					
1oz	0.825		0.10	2	0
2oz	1.45		0.17 1/2	3	6
4oz	2.65		0.29	5	10
16oz	9.60		1.06	21	3
multiple pk. dressings					
No. 1	2.435		—	—	—
No. 2	4.96		—	—	—
Chiefs (702 KC)					
25 case rate minimum order direct					
handkerchiefs 3-ply	1.26 D		0.03	7	
Chloromycetin (938 PD)					
topical 10% (vet.)	—		—	—	D
Cleen-O-Pine (1037 Reckitt)					
standard	0.12ea		0.15	3	0
economy	0.17ea		0.21	4	3
Codasphen (878 Napp) †DDI					
tablets	12	0.90 B	0.33	0.14	
Coldrex (976 PL)					
3-day treatment	3.755		0.42 1/2	8	6
Coltapaste (1155 S & N)					
zinc & coal tar bandage BPC					
3 1/2 x 6 yd	2.20		0.26	5	2
Combistrol (295 CM & R)					
tablets	100		—	—	D
Comet (810 Maw)					
hair cutter Regal					
88008	4.625 B		0.87 1/2	17	6 1/2
Compactoid (339 CG)					
first aid outfits					
AI62	0.225ea		0.34	6	10
AI59	0.875ea		1.31	26	2
AI58	1.45ea		2.18	43	7
AI61, AI60, A55	—		—	—	D
Cond's (1556 Farillon)					
fluid	125ml	0.725 B	0.11	2	3
Coopers (200 B & P)					
diabetic products					
dessert fruit tins 8oz	1.34		0.14	2	10
19oz	2.68		0.28	5	7
jellies	7oz		0.17	3	5
marmalades	7oz		0.16	3	3
15oz	2.49		0.26	5	3
preserves	7oz		0.17	3	5
15oz	2.78		0.29	5	9
Cortacream (1155 S & N)					
bandage					
3 1/2 x 1 yd	0.3301	5.03	0.59 1/2	11	11
3 1/2 x 2 yd	0.3300	6.175	0.73	14	7
Cow & Gate (307 C & G)					
cereal food	—		—	—	D
Crescent (318 CP)					
eyelash grower	2.63	A	0.47	9	6
nail cosmetic	1.20	A	0.25	5	0
hair restorer	0.90	A	0.20	4	0
medium	1.80	A	0.36	7	3
large	3.00	A	0.56	11	3
Crookes (324 Crookes)					
Comfort haemorrhoidal tissues	10	1.44	0.17	3	5
Cutex (256 CPL)					
oil polish remover					
27 and 76g					D
40 and 82cc					I
Cutipen (485 Fulford)					
complete	1.69	A	0.29	5	10
refill	1.17	A	0.20	4	0
DCL (377 DCL)					
malt extract					
1lb	1.85		—	—	—
2lb	3.45		—	—	—
with c.i.o.					
1lb	1.90		—	—	—
2lb	3.55		—	—	—
butterscotch flavour					
1lb	1.90		—	—	—
2lb	3.55		—	—	—
with orange juice					
1lb	2.15		—	—	—
yeast tablets					
100	1.75		—	—	—
1000	1.20ea		—	—	—
Decaf (883 Nestle) existing entry					D
Decaf (883 Nestle) 2oz					
(2 doz)					
4oz	9.28		—	—	—
(2 doz)					
Deflamene (973 Pharmitalia) T5					
lotion	20ml	0.33ea	—	—	—
ointment	50g	0.68ea	—	—	—
Delafine (1480 Izal)					
bath crystals					
22oz	0.65	A	0.11	2	2
46oz	1.18	A	0.20	4	0
salts	17oz	A	0.15	3	0

		Trade	PT	Retail		
		£·p		£·p	s	d
Delfen (922 Ortho)						
cream with applicator						D
Delsey (702 KC)						
25 case rate minimum order direct						
facial tissues	150	1.95	D	0.10	2	8
		(2 doz)				
man size	100	2.23	D	0.12	2	11
		(2 doz)				
toilet tissue twin roll		2.25		0.11	2	11
		(2 doz)				
flat pack twin		1.77		0.09	1	9
		(2 doz)				
Dentosine (339 CG)						
100ml		1.60	B	0.25	5	0
Dentyrbleach (907 Oakes)						
		0.99	B	0.15	3	0
Dethlac (506 Gerhardt)						
aerosol		2.40		0.27	5	5
						D
Dethmor (506 Gerhardt)						
5 concentrate	4oz	2.40		0.30	6	0
	1lb	6.24		0.78	15	7
	7lb	2.67ea		4.00	80	0
	28lb	9.00ea		13.50	270	0
	56lb	16.67ea		25.00	500	0
plus bait						
	1lb	1.68		0.21	4	2
	3lb	3.84		0.48	9	7
	7lb	0.64ea		0.96	19	2
	28lb	1.80ea		2.70	54	0
	56lb	3.33ea		5.00	100	0
Dexten (894 Nicholas)						D
Dextrosol (200 B & P)						
tablets	single	3.46		0.06	1	3
		(6doz)				
	double	3.16		0.11	2	3
		(3doz)				
Dijex (147 Boots)						
tablets	300	0.78ea	B	—	—	—
	250	—		—	—	—
Dispello (78 AS & Co)						D
Di-Thoxin (506 Gerhardt)						
rat bait	3-bait	0.08ea		0.12	2	5
	10-bait	0.20ea		0.30	6	0
	50-bait	0.83ea		1.25	25	0
	150-bait	1.26ea		1.90	38	0
	250-bait	1.93ea		2.90	58	0
Doan's (485 Fulford)						
ointment		1.10	B	0.17	3	5
pills		1.07	B	0.16	3	3
		2.10	B	0.32	6	5
		3.23	B	0.49	9	10
PURCHASE TAX						
A = 55%		C = 22%				
B = 36 ² / ₃ %		D = 13 ¹ / ₃ %				
Domestos (382 Domestos)						
regular		0.927		0.09	1	9
giant		1.388		0.13 ¹ / ₂	2	8
Easifix (1160 Solport)						
finger stalls leather						
	small	0.60		0.07	1	6
	medium	0.61		0.07	1	6
	large	0.66		0.08	1	7
	ex. large	0.70		0.09	1	9
	ex. ex. large	0.75		0.09	1	10
simulated leather						
	small	0.45		0.05	1	1
	medium	0.47		0.06	1	2
	large	0.48		0.06	1	3
	ex. large	0.50		0.06	1	3
	ex. ex. large	0.51		0.07	1	4
Efcortelan-N (518 Glaxo)						
cream						D
ointment						D
EG (1246 TYE)						
formula	6oz	2.40		0.30	6	0
	12oz	3.60		0.45	9	0
tablets	300	1.20		0.16	3	3
	1000	3.25		0.39 ¹ / ₂	7	11
Elastocrepe (1155 S & N)						
cotton crepe bandages BPC						
2 ¹ / ₂ × 5 yd stretched	3025	1.775		0.21	4	2
3 × 5 yd	3003	2.115		0.25	5	0
4 × 5 yd	3004	2.79		0.33	6	7
Elastoplast (1155 S & N)						
airstrip	7922	2.01		0.24	4	9
unit packs						
100—1 ¹ / ₂ × 7 ³ / ₈	7950	5.425		0.64	12	10
100—2 ¹ / ₂ × 7 ³ / ₈	7951	7.23		0.85 ¹ / ₂	17	1
50—1 ¹ / ₂ × 1 ¹ / ₂	7952	3.89		0.46	9	2
50—2 ¹ / ₂ × 1 ¹ / ₂	7953	5.61		0.66	13	3
50—3 × 7 ¹ / ₂	7955	4.31		0.51	10	2
50—2 × 3	7956	8.655		1.02 ¹ / ₂	20	6
wound dressing BPC						
W.M.P. 50—3 ¹ / ₂ × 2 ¹ / ₂	18.02			2.13	42	7
bandage BPC unstretched						
2in × 3yd	1002	2.54		0.30	6	0
2 ¹ / ₂ in × 3yd	10025	3.13		0.37	7	5
3in × 3yd	1003	3.72		0.44	8	9
4in × 3yd	1004	4.78		0.56 ¹ / ₂	11	4
boil dressings	4119	0.55	B	0.08	1	8
dressing strip 3 × 1yd	4003	1.905		0.22 ¹ / ₂	4	6
first aid dressing						
	4122	2.01		0.24	4	9
invisible	8121	1.35		0.16	3	2

	Trade	PT	Retail		
	£·p		£·p	s	d
ventilated/washable					
9120	0.85		0.10	2	0
9121	1.35		0.16	3	2
waterproof					
7120	0.85		0.10	2	0
7121	1.35		0.16	3	2
first aid dressings					
individually wrapped					
and sterilised					
1½ × ¾ in × 100	11200	4.575	0.54	10	10
2½ × ¾ in × 100	11300	5.84	0.69	13	10
3 × ¾ in × 100	11400	7.23	0.85½	17	1
1½ × 1½ in × 100	11500	6.885	0.81	16	3
1½ × 2½ in × 100	11600	9.69	1.14½	22	11
2 × 3 in × 100	11700	14.30	1.69	33	10
waterproof					
1½ × ¾ in × 100	12200	4.575	0.54	10	10
2½ × ¾ in × 100	12300	5.825	0.69	13	9
3 × ¾ in × 100	12400	7.23	0.85½	17	1
1½ × 1½ in × 100	12500	6.885	0.81	16	3
1½ × 2½ in × 100	12600	9.69	1.14½	22	11
2 × 3 in × 100	12700	14.30	1.69	33	10
airstrip					
1½ × ¾ in × 100	14200	6.885	0.81	16	3
2½ × ¾ in × 100	14300	8.655	1.02½	20	6
3 × ¾ in × 100	14400	10.915	1.29	25	10
1½ × 1½ in × 100	14500	10.145	1.20	24	0
1½ × 2½ in × 100	14600	14.76	1.74½	34	11
2 × 3 in × 100	14700	21.56	2.55	51	0
first aid strip	7165	0.28	0.03½		8
plaster BPC					
1 in × 1 yd	1111	0.72	0.08½	1	8
2 in × 1 yd	1212	1.10	0.13	2	7
1 in × 3 yd	1001	1.48	0.17½	3	6
plastic strapping					
waterproof					
1 in × 1 yd	7011	0.59	0.07	1	5
1 in × 3 yd	7001	1.02	0.12	2	5
2 in × 3 yd	7002	1.465	0.17	3	5
wound dressing					
standard BPC					
2 × 3 in × 3	4713	0.425	0.05	1	0
Elastoweb (1155 S & N)					
stretched 3 × 6/7yd		8.12	0.96	19	2
Elnahar (1457 E)					
antiphones (6 pair)		0.16ea	0.24	4	9
Emko (506 Gerhardt)					
(distributors 366 DR & A)					
vaginal foam kit refill					
45g		7.08	0.79	15	10
90g		12.60	1.43	28	7
Eucarbon (1556 Farillon)					
tablets	100	3.00	B	0.46½	9 4
Eupinal (339 CG)					
100ml		1.79	B	0.28	5 7
200ml		3.20	B	0.50	10 0
2l		2.00ea		—	—
1l		—		—	—
Eversharp (366 RD & A)					
Eversharp (1377 R & A)					
Eylure (443 Eylure)					
eyelashes					
tickle		3.40	A	0.57½	11 6
whispers		3.40	A	0.57½	11 6
eye make-up remover					
pads		1.55	A	0.26	5 3
nail polish reme					
ver pads		1.405	A	0.24	4 9
Famel (690 Keldon)					
syrup †DDI	small	1.51	B	0.21	4 3
	large	2.305	B	0.32½	6 6
	family	3.99	B	0.56	11 3
Fiesta (981 Picot)					
eau de toilette	42cc	4.68	A	0.80	16 0
	84cc	8.16	A	1.40	28 0
perfume miniature		2.64	A	0.45	9 0
	½ oz	4.68	A	0.80	16 0
	1 oz	8.16	A	1.40	28 0
	1 oz	26.88	A	4.60	92 0
Findlays (1283 Violiv)					
solvent		1.06	B	0.15	3 0
Fresh'n Dainty (506 Gerhardt)					
(distributors 1377 R & A)					
deodorant liquid		2.10	A	0.35	8 0
spray		2.28	A	0.38	7 7
fleur de lis spray		1.86	A	0.30	6 0
powder		1.38	A	0.23	4 7
tissues		0.90	A	0.14	2 10
economy pack		2.58	A	0.40	8 0

	Trade	PT	Retail		
			£·p	s	d
Gala of London (876 MP)					
eye catchers IGL8	4·20	A	0·75	15	0
eyelashes					
lower lashes IGJ5	4·20	A	0·75	15	0
after bath lotion					
IGK5	4·20	A	0·75	15	0
azure cleaner IGE9	3·75	A	0·67	13	5
moisture IGF1	4·03	A	0·72	14	5
toner IGE1	3·75	A	0·67	13	5
Barely There IGB8	2·63	A	0·47	9	5
bath milk IGK7	6·29	B	0·99	19	10
blush stroke IGE2	2·63	B	0·47	9	5
cake liner IGC3	2·63	A	0·47	9	5
Colour Up IGD8	3·47	A	0·62	12	5
complexion brush					
IGE3	4·76	B	0·75	15	0
eyebrow pencil					
king size IGE8	1·23	A	0·22	4	5
eye glimmers IG99	2·63	A	0·47	9	5
eyelashes					
all rounders IGE1	8·40	A	1·50	30	0
half measures IGH7	4·76	A	0·85	17	0
full measures IGH6	5·54	A	0·99	19	10
eye liner brush IG39	1·71	B	0·27	5	5
eye make-up remover					
IGL3	1·79	A	0·32	6	5
eye shaping brush					
IG41	1·71	B	0·27	5	5
Face lift IGG8	4·03	A	0·72	14	5
Face up IGD6	3·47	A	0·62	12	5
flowing velvet IGC6	2·35	A	0·42	8	5
fragrance IGK4	7·00	A	1·25	25	0
golden cleanser IGF6	3·75	A	0·67	13	5
toner IGF7	3·75	A	0·67	13	5
moisture IGG2	4·03	A	0·72	14	5
light perfume IGK3	8·40	A	1·50	30	0
lipstick					
soft centre IG93	2·91	A	0·52	10	5
"locked in" IGA3	2·35	A	0·42	8	5
liquid line IG98	2·35	A	0·42	8	5
Look Natural IGC7	2·91	A	0·52	10	5
mascara					
refill IGA9	2·07	A	0·37	7	5
lashmaker IGB3	4·48	A	0·80	16	0
refill IGB4	2·91	A	0·52	10	5
matte shadow IGA5	2·35	A	0·42	8	5
nail colour					
"Little Gem" IGA1	1·23	A	0·22	4	5
pearl IGA2	1·51	A	0·27	5	5
remover IGB7	1·51	A	0·27	5	5
natural cleanser					
IGF3	3·75	A	0·67	13	5
moisture IGF5	4·03	A	0·72	14	5
toner IGF4	3·75	A	0·67	13	5
Night Life IGC6	4·76	A	0·85	17	5
perfume IGK1	12·60	A	2·25	45	4
perfume oil IGK2	9·80	A	1·75	35	0
pure moisture IGG7	4·76	A	0·85	17	0
shadow stick IGA7	2·35	A	0·42	8	5
Shape Up IGD7	3·47	A	0·62	12	5
Sheer Finish IGC8	2·35	A	0·42	8	5
Shine Up IGD9	3·47	A	0·62	12	5
skin tint IGJ3	3·19	A	0·57	11	5
talc IGK6	3·75	A	0·67	13	5
talc puffer IG66	1·79	A	0·32	6	5
translucent powder					
IGD2	3·19	A	0·57	11	5
wash off IGG9	4·57	B	0·72	14	5
Galfar (489 Galen)					
capsules 100	0·90ea		1·35	27	0
250	2·125ea		3·19	63	9
F.A. capsules 100	0·90ea		1·35	27	0
250	2·125ea		3·19	63	9
Glaxo (1037 Reckitt)					
powder 1000g	5·25ea		7·50	150	0
Gaylord Houser (29 Alford)					
molasses 1lb	1·50		0·19	3	9
2lb	2·70		0·34	6	9
Vegisalt 1·14			0·14	2	10
Genexol (1045 R)					
cones 12	4·625		0·35	7	0
(1½ doz)					
Gerisom (1599Winthrop)					
tablets 500					
Glucagon (413 Lilly)					
ampoules 1mg	0·88ea		1·33	26	6
10mg	4·71ea		7·06	141	3
Golden Babe (761 Lilia-White)					
Bouncer baby pants	0·89		0·11	2	2
disposable napkins 10	1·26		0·13½	2	8
20	2·41		0·25½	5	1
48	5·68		0·59	11	10
disposable nappy					
liners 50	2·06		0·21	4	2
Snuggi-pants 1·83			0·21	4	3
Gynopax (339 CG)					
tablets 25	1·10	B	0·17½	3	6
Gypsona (1155 S & N)					
plaster of paris bandage					
2in x 3yd 5002	0·845		0·10	2	0
3in x 3yd 5003	1·10		0·13	2	7
4in x 3yd 5004	1·355		0·16	3	2
6in x 3yd 5006	1·69		0·20	4	0
Harvester (211 Butler)					
malt and oil 1lb	2·00		—	—	—
2lb	3·80		—	—	—

	Trade	PT	Retail		
			£·p	s	d
Helvia (754 Leslie)					
flexible first aid dressing					
pieces 1½ x ¾ in	0·32		0·45	8	11
(1 gross)					
2½ x ¾ in	0·47		0·66	13	3
(1 gross)					
3 x ¾ in	0·57		0·80	16	1
(1 gross)					
assorted pieces	0·47		0·66	13	3
(1 gross)					
strip 6in x 2½ in	0·50		0·03	7	
(2 doz)					
strips 1½ in x 1yd	1·17		0·14	2	9
2½ in	1·57		0·18	3	8
3in	1·82		0·21	4	3
tins containing					
assorted sizes					
medium	0·60		0·07	1	5
large	1·20		0·14	2	10
Hetrazan (746 Lederle)					
Hi-Lift (1246 TYE)					
honey and yeast tablets					
60	1·00		0·12½	2	6
150	2·30		0·29	5	9
300	3·25		0·37½	7	6
1000	0·55ea		0·82½	16	6
molasses and yeast tablets					
60	1·00		0·12½	2	6
150	2·30		0·29	5	9
300	3·25		0·37½	7	6
1000	0·55ea		0·82½	16	6
Hogg's (1323 Westmacott)					
Eetle-roach	0·85		0·10	2	0
2·50			0·30	6	0
Humatin (938 PD)					
syrup 500ml	—		—	—	D
Hydrocortone (837 MSD)					
ointment greasy 2·5% 15g					D
Ibcol (671 Jeyes)					
disinfectant 200ml	0·98		0·10	2	0
340ml	1·32		0·14	2	10
570ml	2·02		0·21½	4	4
1 gal	0·80ea		0·97½	19	6
5gal	3·53ea		4·41	88	3
extra					
Ichthopaste (1155 S & N)					
zinc paste & ichtham-					
mol bandage BPC					
3½ x 6yd	2·20		0·26	5	2
Icicen V (649 ICI)					
syrup 60ml	—		—	—	D
Impact (1569 SAC) existing entry					D
Impact (1505 Sadler)					I
hair spray 142g	2·20	A	0·45	8	6
454g	3·95	A	0·75	15	0
Impart (1569 SAC) existing entry					D
Impart (1505 Sadler)					I
hair lustre 142g	2·20	A	0·45	8	6
446g	7·90	A	1·50	30	0
Impel (1569 SAC) existing entry					D
Impel (1505 Sadler)					I
deodorant aerosol					
142g	2·20	A	0·45	8	6
Impora (1569 SAC) existing entry					D
Impora (1505 Sadler)					I
body oil 170g	7·90	A	1·50	30	0
Impress (1569 SAC) existing entry					D
Impress (1505 Sadler)					I
hair spray 142g	2·20	A	0·45	8	6
454g	3·95	A	0·75	15	0
Impulse (1569 SAC) existing entry					D
Impulse (1505 Sadler)					I
perfume aerosol 50g	5·25	A	1·00	20	0
Innox (654 Innox)					
cleansing cream	—	A	0·60	12	0
cream powder puff	—	A	0·12	2	5
cuticle remover	—	A	0·49	9	10
deodorant spray 4l	—	A	0·59	11	10
eyebrow pencil	—	A	0·28	5	7
eye liner liquid	—	A	0·44	8	10
with brush	—	A	0·64	12	10
face powder	—	A	0·59	11	10
lipstick Jewelfast	—	A	0·37	7	5
No. 22	—	A	0·54	10	10
matine foundation	—	A	0·60	12	0
—	—	A	0·85	17	0
mousse foundation	—	A	0·60	12	0
—	—	A	0·85	17	0
satin sheen	—	A	0·64	12	10
Shadow Gleam	—	A	0·47	9	5
Shadow Soft	—	A	0·44	8	10
with applicator	—	A	0·64	12	10
skin balm	—	A	0·60	12	0
—	—	A	0·85	17	0
soap medicated 4l	—	B	0·28	5	7
solution 4l	—	B	0·55	11	0
Izal (1480 Izal)					
antiseptic	1·03	B	0·14½	2	11
bath cleaner	1·44		0·16	3	3
germicide†	0·64ea		0·85	17	0
soft tissue rolls					
double pack	2·26		0·12½	2	6
(2 doz)					
Jaffajuce (152 Bovril)					
fruit drink 25½oz	1·94	C	0·23½	4	8

	Trade	PT	Retail		
			£·p	s	d
Jean Nate (248 COTR)					
bath luxuries					
bath bubbles	—	B	0·95	19	0
deodorant aerosol	—	A	0·65	13	0
friction 8oz	—	A	0·95	19	0
16oz	—	A	1·80	36	0
32oz	—	A	3·50	70	0
soap (3)	—	B	0·90	18	0
spray of Nate	—	A	1·65	33	0
talcum	—	A	0·45	9	0
travel kit	—	A	1·10	22	0
Jelonet (1155 S & N)					
paraffin gauze dressing BPC					
36 x 3½ x 3½ interleaved					
J1	3·09		0·36½	7	4
8yd x 3½ strip	J2	4·575	0·54	10	10
36 x 3½ x 3½	J4	2·92	0·34½	6	11
10 x 3½ x 3½	J6	1·69	0·20	4	0
Jeyes (671 Jeyes)					
air freshener blocks (Whiz)					
1·42			0·05	1	0
(3 doz)					
fluid 284ml	1·02		0·10½	2	1
570ml	1·61		0·17	3	5
1140ml	2·94		0·31	6	2
1gal	0·78ea		0·96	19	3
5gal	3·34ea		3·94	78	10
Freshbin powder					
680g	1·07		0·10½	2	1
toilet flats					
soft single	1·84		0·07	1	5
(3 doz)					
babysoft single	1·53		0·05½	1	1
(3 doz)					
double	1·46		0·11	2	2
(1½ doz)					
manilla single	2·27		0·08½	1	8
(3 doz)					
double	2·09		0·14½	2	11
(1½ doz)					
toilet rolls					
babysoft twin	2·08		0·14½	2	11

	Trade	PT	Retail		
			£.p	s	d
Largactil (971 PSMB) †s48 syrup 25mg/5ml					
125ml	0.16ea		0.24	4	9
1l	1.00ea		1.50	30	0
2l	1.90ea		2.85	57	0
tablets 10mg	0.12ea		0.18	3	7
500	0.86ea		1.29	25	10
25mg	0.18ea		0.27	5	5
500	1.42ea		2.13	42	7
50mg	0.32ea		0.48	9	7
500	2.70ea		4.05	81	0
100mg	0.62ea		0.93	18	7
500	4.98ea		7.47	149	6
Libovax 1 (208 BVV) poultry vaccine					
2000 dose vial	2.89ea		3.40	68	0
1000 dose					
Libovax 2 (208 8W) poultry vaccine					
2000 dose vial	3.44ea		4.05	81	0
1000 dose					
Lifebuoy (756 Lever) soap toilet	3.047	B	0.06½	1	4
(6 doz)					
bath	3.141	8	0.10	2	0
(4 doz)					
family	2.114	8	0.13½	2	8
Lilia (761 Lilia-White) sanitary belts	0.995	D	0.12½	2	6
towels	0.785		0.08	1	7
6	1.405		0.14	2	10
12					
Lil-lets (761 Lilia-White) regular	1.21		0.12½	2	6
20	2.145		0.22½	4	6
super	1.315		0.14	2	9
20	2.39		0.25	5	0
super plus	1.44		0.15	3	0
20	2.625		0.27½	5	6
Lillies of the Valley in Bloom (981 Picot) perfume miniature	2.64	A	0.45	9	0
oz	4.68	A	0.80	16	0
oz	8.16	A	1.40	28	0
oz	26.88	A	4.60	92	0
Limmits (1552 UL) biscuits lemon & lime	1.99		0.22	4	5
shortcake plain	2.25		0.25	5	0
chocolate	2.165	C	0.28	5	7
Lobron (1333 WL) anti-smoking pastilles	5.04		0.63	12	7
Loxon (295 CM & R) premix 12 x 4oz					
Lux (756 Lever) toilet soap small	3.047	B	0.06½	1	4
(6 doz)					
large	3.141	B	0.10	2	0
(4 doz)					
Lydrin (211 Butler) 500ml	0.75ea		1.12½	22	6
2l	2.50ea		3.75	75	0
Maalox (1080 Rorer) Maalox (324 Crookes) Macdonald (786 Macdonald) household cotton wool					
4oz	0.925		0.11	2	2
100g	0.70		0.08½	1	8
200g	1.025		0.12½	2	6
400g	1.95		0.22	4	5
Mafu (506 Gerhardt) (distribution 1377 R & A)					
insecticide strip	0.30ea		0.40	8	0
40	0.60ea		0.80	16	0
Marigold (774 LR) house gloves					
lightweight	1.26	D	0.16	3	3
Marina (786 Macdonald) holdall	2.26	A	0.39	7	9
holdalls No. 50	1.775	B	0.27½	5	6
No. 4					
face cloths	0.78	D	0.11	2	2
No. 27	1.09	D	0.15	3	0
No. 33					
Mary Quant (876 MP) eye wipers	1.85	A	0.33	6	7
Mascetin (938 PD) Maws (810 Maw) baby bathcare	1.70	B	0.25	5	0
Max Factor (813 MF) hand & body lotion					
large	3.565	A	0.60	12	0
skin freshener					
large	3.20	A	0.54	10	9
McKintol (1355 Wigglesworth) dandruff lotion 4oz	1.15	A	0.20	4	0
Medihaler-bron (1061 Riker) Mediject (615 H & M) †s4B injection (vet.)					
100ml	0.40ea		0.54	10	10
500ml	0.97ea		1.30	26	0
Medivet (615 H & M) †s4B tablets (vet.)	1.12ea		1.50	30	0
Meggeson (1333 Wh) dyspepsia tablets	0.90	B	0.14	2	9
Meggezons (1333 Wh) pastilles	1.00	B	0.15	3	0
Melolin XA (1155 S & N) dressings					
2 in x 2 in wrapped					
100	1.00ea		1.50	30	0
4 in x 4 in wrapped					
100	2.20ea		3.30	66	0

	Trade	PT	Retail		
			£.p	s	d
Midamor (837 MSD) tablets 5 mg. 100	1.20ea				
Midicel (938 PD) tablets 4g (vet.) 5					
Milk of Magnesia (976 PL) liquid medium	2.06	B	0.27½	5	6
tablets carton	0.435	B	0.06	1	2
strip & tube					
Milo (883 Nestle) 8oz	1.755		0.18	3	7
16oz	3.18		0.32	6	5
Milton (1055 RM) antiseptic sterilising unit	0.415ea	B	0.625	12	6
unit and infra-care only subject to tax					
Minalka (255 Chembro) diet supplement tablets	360		21.50 (2doz)	1.25	25 0
Miners (876 MP) aqua shadow	3G82	0.81	A	0.14	2 10
after shave	3G45	2.61	A	0.45	9 0
bare make-up	3G06	1.45	A	0.25	5 0
blushstick	3G88	1.45	A	0.25	5 0
darker liner	3G24	0.87	A	0.15	3 0
eyebrow pencil	3J18	0.58	A	0.10	2 0
eye brush	3G19	0.99	B	0.15	3 0
eye deal	3GA2	1.74	A	0.30	6 0
eyelashes					
fakes, extra fakes		2.03	A	0.35	7 0
round, natty, flashy, lower, flighty		3.19	A	0.55	11 0
eye liner cake	3G79	0.87	A	0.15	3 0
eye make-up remover					
3G64	0.99	A	0.17	3	5
eye shadow applicator		0.99	A	0.15	3 0
eye shiner frosted					
3G65	1.45	A	0.25	5	0
face fixers	3GB1	1.45	A	0.25	5 0
face shiner	3G01	0.99	A	0.17	3 5
face wash	3GC3	1.12	A	0.17	3 5
Glo	3G03	1.34	A	0.23	4 7
hair colour shampoo					
3G38	1.34	B	0.23	4	7
hair lacquer spray					
refill	3G35	0.70	A	0.12	2 5
sachet	3A36	0.35	A	0.06	1 3
remover shampoo					
3G41	0.66	B	0.10	2	0

PURCHASE TAX
A = 55% C = 22%
B = 36% D = 13%

hair spray aerosol					
	3GB7	1.37	A	0.22	4 5
	3GB6	0.93	A	0.15	3 0
lip shiner	3G12	0.87	A	0.15	3 0
lipsticks	3JA9	0.70	A	0.12	2 5
swivel	3JA8	1.22	A	0.21	4 3
make-up stick	3G74	1.45	A	0.25	5 0
mascara block	3G30	0.87	A	0.15	3 0
brush-on	3G25	1.45	A	0.25	5 0
run-proof	3G51	1.45	A	0.25	5 0
autobrusher	3J26	1.45	A	0.25	5 0
refill	3J27	0.99	A	0.17	3 5
Lash-on-new	3J67	1.74	A	0.30	6 0
refill	3J68	1.28	A	0.22	4 5
matt shadow stick					
	3J21	0.87	A	0.15	3 0
nail lacquer	3G62	0.81	A	0.14	2 10
frosted	3G54	1.34	A	0.23	4 7
fruit drops	3GC2	0.70	A	0.12	2 5
remover	3G16	0.75	A	0.13	2 7
Panda Eyes	3GB9	1.80	A	0.32	6 5
Pop (lip) stick	3J09	0.70	A	0.12	2 5
	3J57	1.22	A	0.21	4 3
powder shadow	3J22	0.87	A	0.15	3 0
Quick clean	3GC4	0.99	A	0.17	3 5
Rosy Cheeks rouge					
	3G80	0.99	A	0.17	3 5
shadow stick frosted					
	3J96	0.99	A	0.17	3 5
shiny liner	3G60	1.45	A	0.25	5 0
Smoothie	3G02	1.34	A	0.23	4 7
sun scene	3GB4	1.45	A	0.25	5 0
super liner	3J17	0.99	A	0.17	3 5
Tingle	3G49	0.99	A	0.17	3 5
Take Care	3GB3	0.85	A	0.15	3 0
tricktan	3GB5	1.34	A	0.23	4 7
Wild Skin perfume					
	3J75	0.87	A	0.15	3 0
	3G71	2.61	A	0.45	9 0
Mistol (255 Chembro)					
drops plain		1.15	B	0.17	3 5
with ephedrine		1.15	B	0.17	3 5
aqueous		1.15	B	0.17	3 5
mist squeeze bottle		1.15	B	0.17	3 5
Moduretic (837 MSD) †S4B					
tablets	100	3.15ea			
Musterole (255 Chembro)					
		4.03	B	0.20	4 0
		(3 doz)			
Myelobromol (117 BPL)					
tablets 125mg	50	3.75ea	B	7.00	140 0
Nature Boy (849 MML)					
foot exercise sandals		1.83	pr	2.75	55 0

	Trade	PT	Retail	
			£.p	s d
Nature Child (849 MML)				
foot exercise sandals				
flat wood soled	1.32	pr	1.99	39 10
low wedge heel	1.32	pr	1.99	39 10
low square heel				
(11-1)	1.43	pr	2.15	43 0
(2-5)	1.49	pr	2.25	45 0
low wedge heel				
Sabot	1.66	pr	2.49	49 10
Nature Girl (849 MML)				
foot exercise sandals				
low wedge heel	1.66	pr	2.49	49 10
high square heel	1.83	pr	2.75	55 0
high wedge heel	1.83	pr	2.75	55 0
wedge heel Sabot	2.33	pr	3.49	69 10
flexible sandals				
low wedge heel	1.83	prD	2.99	59 10
Neo-Cytamen (518 Glaxo)				
veterinary ampoules				
'250' 10 ml				
Neomin (518 Glaxo)				
elixir				
Nescafe (883 Nestle)				
sachets	72	4.275	—	—
		(2 doz)		
	1oz	8.16	—	—
		(8 doz)		
	2oz	7.815	—	—
		(4 doz)		
	4oz	7.31	—	—
		(2 doz)		
	8oz	6.975	—	—
		(1 doz)		
blend 37	2oz	4.84	—	—
		(2 doz)		
	4oz	9.28	—	—
		(2 doz)		
Nilstim (1568 Trentham)				
tablets	250	1.00ea	1.50	30 0
No-del (1091 Rybar)				
	1oz	1.50	B	0.24
				4 10
Nohaesa (221 Camden)				
suppositories	50	—	—	—
Norinyl-I (1584 Syntex)				
tablets multi-pack	6x21	1.72ea	2.58	51 6
Nosmo (78 AS & Co)				
Nujol (255 Chembro)				
small		1.54	B	0.23
large		2.69	B	0.40
				8 0
Nurse Webster's (904 NW)				
complexion milk	—	A	0.87½	17 6
depilatory aerosol	—	A	1.05	21 0
face pack	—	A	0.80	16 0
Lan-o-lash	—	A	0.42½	8 6
Lan-o-nail	—	A	0.42½	8 6
night cream	—	A	0.87½	17 6
orange skin food	—	A	0.87½	17 6
super cleansing cream	—	A	0.70	14 0
Nutrinail (485 Fulford)				
complete		1.69	A	0.29
refill		1.17	A	0.20
				5 10
				4 0
Okasa (325 C-A)				
tonic tablets	48	7.20	0.90	18 0
	96	11.935	1.49	29 10
	288	30.00	3.75	75 0
Omnipad (656 IFA)				
foot cushions	pair	7.37	0.89	17 10
renewal bandage		1.49	0.18	3 7
shoe cushion				
	ladies pair	10.35	1.25	25 0
	gent's	12.30	1.50	30 0
Opas (1335 Wigglesworth)				
powder	2oz	0.525	B	0.09
	4oz	0.90	B	0.15
	8oz	1.425	B	0.24
				4 9
tablets	33	0.66	8	0.11
				2 2
	66	1.08	B	0.17½
				3 6
	99	1.56	B	0.26
				5 2
Optone (690 Keldon)				
eye drops	small	1.745	B	0.24½
				4 11
Optrex (690 Keldon)				
eye lotion	small	1.51	B	0.21
	large	2.13	B	0.30
	family	3.905	B	0.55
				11 0
with bath		1.625	B	0.23
ointment		1.20		0.15
lens cloth		0.565		0.07
				1 5
Orap (666 Janssen)				
tablets 2mg	100	4.30ea		
	500	20.30ea		
Orderlies (1053 Rexall)				
Ornivate (718 LA8)				
vitamin bird seed		1.125		0.15
				3 0
Outdoor Girl (876 MP)				
Aqua Shadow	2JD4	0.87	A	0.15
Blush-a-bye-Baby				3 0
	2GD8	2.03	A	0.35
				7 0
body lotion	2GE6	1.45	A	0.25
				5 0
bubble bath	2GE8	2.30	B	0.35
				7 0
Dewy Centres		2.03	A	0.35
				7 0
eye brush	2J19	0.99	B	0.15
				3 0
eye colour collection		2.15	A	0.37
				7 5
eyelashes				
Superlash, Partylash,				
Featherlash, More-				
lash Batwings, lower				
lashes, underlash		3.43	A	0.59
				11 10
Bambi		3.72	A	0.64
				12 10
adhesive	2G92	1.05	A	0.18
				3 7

Trade	PT	Retail				Trade	PT	Retail				Trade	PT	Retail			
		£.p	A	£.p	s d			£.p	A	£.p	s d			£.p	A	£.p	s d
eye lustre liner 2G63	1.45	A	0.25	5 0	Pholoz (78 AS & Co)	£.p	£.p	s d	D	grey-away shampoo	0.88	A	0.15	3 0			
eyeliner 2J55	0.87	A	0.15	3 0	PIB (878 Napp) ts4b	6.60	0.78	15 8		hair colourant	0.88	A	0.15	3 0			
eye make-up remover pads 2A58	1.05	A	0.18	3 7	pressurised inhalant	8.10	0.96	19 3		shampoo	1.59	A	0.27	5 5			
eye pencil 2J22	0.87	A	0.15	3 0	PIB Plus (878 Napp) ts4b					herbal face mask	1.06	A	0.18	3 7			
luxury 2J23	1.45	A	0.25	5 0	pressurised inhalant	0.72	0.09	1 10		Hide and Heal	0.88	A	0.15	3 0			
eye shadow brush					Pied Piper (506 Gerhardt) for mice	1.20	0.15	3 0		stick	1.47	A	0.25	5 0			
2GD6	1.19	A	0.18	3 7	Pipanol (1599 Winthrop)					cake make-up	1.23	A	0.21	4 3			
eye shadow pressed	0.87	A	0.15	3 0	tablets 2mg 1000				D	lash thickener mascara	1.23	A	0.21	4 3			
brush-on 2G31	1.45	A	0.25	5 0	5mg 1000				D	lip and lid gloss	1.47	A	0.25	5 0			
stick 2J21	0.87	A	0.15	3 0	Polcaine (615 H & M) ts4B					lip glow pearly	0.88	A	0.15	3 0			
goldrush stick 2J95	0.87	A	0.15	3 0	injection (vet.)	0.30ea	0.41	8 3		lipstick push up	1.47	A	0.25	5 0			
eye shadower 2J86	1.19	B	0.18	3 7		1.20ea	1.60	32 0		twist up	1.76	A	0.30	6 0			
finger nails 2G93	2.90	A	0.50	10 0	Polybactrin (218 Calmic) TS					moisturised	0.82	A	0.14	2 9			
polish remover 2G99	0.58	A	0.10	2 0	aerosol pack large	2.25ea	3.37	67 6		make-up brush	2.12	B	0.33	6 7			
Finishing Touch					Polycare (721 LC)					make-up stick	1.59	A	0.27	5 5			
2GD7	2.03	A	0.35	7 0	instant conditioner	0.91	A	0.15	3 0	mascara block	0.90	A	0.15	3 0			
Glow on 2JA4	0.87	A	0.15	3 0	Polyset (721 LC)					mascara original	2.18	A	0.37	7 5			
Golden Girl					bottles 78cc	1.59	A	0.26	5 3	mascara roll-on	0.94	A	0.16	3 3			
double cleanse	2.03	A	0.35	7 0	Polytar (1191 Stiefel)					brush-on	1.94	A	0.33	6 7			
double cream	2.03	A	0.35	7 0	emollient 230ml	8.50	1.06	21 3		moisturised make up	1.59	A	0.27	5 5			
double life	2.03	A	0.35	7 0	Ponds (256 CPL)					moisturised skin food	1.76	A	0.30	6 0			
Perfect Touch	1.74	A	0.30	6 0	cold cream tube	1.58	A	0.25	5 0	nail lacquer	0.82	A	0.14	2 9			
powder loose	1.16	A	0.20	4 0	Potters (992 P & C)					pearlised	1.06	A	0.18	3 7			
Shimmer Shadows	1.45	A	0.25	5 0	pastilles catarrh	1.01	B	0.15½	3 1	frosted opal	1.94	A	0.33	6 7			
Silk Finish 2GA2	1.34	A	0.23	4 7	Preceptin (922 Ortho)					remover	1.06	A	0.18	3 7			
Touch of Colour	1.74	A	0.30	6 0	with applicator				D	remover pads	1.06	A	0.18	3 7			
hair lacquer refill					Price's (1005 Price)					nail strengthener	1.06	A	0.18	3 7			
2G37	0.58	A	0.10	2 0	night lights					oatmeal beauty pack	1.23	A	0.21	4 3			
hair spray 2G39	0.93	A	0.15	3 0	Sentinel 8-hour 10	4.55			I	oatmeal soap	0.90	B	0.14	2 9			
2GD9	1.50	A	0.24	4 10	(3 doz)					pat-on translucent	3.24	A	0.55	11 0			
hand cream 2GA9	0.58	A	0.10	2 0	Primolut depot (1479 SCL)				D	blush compact	1.47	A	0.25	5 0			
lipstick					ampoules 125 mg					perfume floral	2.18	A	0.37	7 5			
New Trend 2J11	0.75	A	0.13	2 7	Prodan (485 Fulford)					Classic	1.06	A	0.18	3 7			
large 2J12	1.34	A	0.23	4 7	hair treatment	2.18	B	0.34	6 10	powder puffs foam 3	1.06	A	0.18	3 7			
Pearly 2J13	1.34	A	0.23	4 7	Propa PH (1545 Vestric)					velour 2	1.06	A	0.18	3 7			
	2J14	0.75	A	0.13	2 7	lotion 165ml	3.00	B	0.46	9 3	rouge compressed	0.88	A	0.15	3 0		
Gold Rush 2JD2	0.75	A	0.13	2 7	Quaalude (1080 Rorer)				D	cream	0.82	A	0.14	2 9			
	SJ94	1.34	A	0.23	4 7	Quaalude (324 Crookes)			I	skin toning lotion	1.06	A	0.18	3 7			
liquid shadow					Radio-malt (179 BDH)				I	spot clearing face							
pearly 2G70	1.45	A	0.25	5 0	jar 1lb	2.60		0.29	5 9	wash	1.76	A	0.30	6 0			
Magic Touch 2G05	1.34	A	0.23	4 7	2lb	4.45		0.49½	9 11	talcum	1.06	A	0.18	3 7			
mascara block 2G24	0.87	A	0.15	3 0	Radox (893 Nicholas)				I	translucent blush	0.94	A	0.16	3 3			
liquid 2G65	1.45	A	0.25	5 0	bath salts Bouquet,					violet oatmeal drum	2.18	A	0.37	7 5			
fibre 2G27	1.16	A	0.20	4 0	Pine, Cologne	1.11	A	0.17	3 5	Rinoxin (506 Gerhardt)							
Brush Curl-on 2J32	1.45	A	0.25	5 0	liquid bath	1.725	A	0.26½	5 4	concentrate	2.64		0.33	6 7			
refill 2JA7	0.87	A	0.15	3 0	Reducine (1410 Reducine)	2.10	B	0.29	5 10	4oz	7.68		0.96	19 2			
Marvelash 2G28	2.03	A	0.35	7 0	canine 36g	0.23ea	B	0.43	8 7	1lb	3.80ea		5.70	114 0			
refill 2G29	1.45	A	0.25	5 0	salve 36g	0.19ea	B	0.35	6 11	28lb	14.00ea		21.00	420 0			
moisture cream 2G47	1.45	A	0.25	5 0					D	56lb	26.67ea		40.00	800 0			
nail hardener 2GC1	1.16	A	0.20	4 0	Rendells (1045 R)					readimix							
nail polish 2G59	0.87	A	0.15	3 0	pessaries 6	2.025		0.16	3 3	1lb	2.16		0.27	5 5			
super whipped 2G60	1.45	A	0.25	5 0	12	3.96		0.30	6 0	3lb	4.80		0.60	12 0			
remover 2G18	0.75	A	0.13	2 7	Revlon (1052 Revlon)					7lb	0.80ea		1.20	24 0			
over 30 cream 2G47	1.45	A	0.25	5 0	Moon Drops					28lb	2.56ea		3.84	76 10			
rouge dry 2G07	0.87	A	0.15	3 0	demi softfoam			1.55	31 0	56lb	4.80ea		7.20	144 0			
Silk Touch 2G03	1.05	A	0.18	3 7	Rexsol (1053 Rexall)					Roxette (555 Haffenden)							
skin perfume 2GE3	2.85	A	0.49	9 10	sunburn lotion†	3.00	B	0.47½	9 6	rubber gloves	1.22	D	0.17	3 5			
Starryeyes 2G33	1.45	A	0.25	5 0	suntan cream	1.68	A	0.29	5 9	Roxy (555 Haffenden)							
sun sheen 2GD1	1.74	A	0.30	6 0	lotion	2.76	A	0.47½	9 6	rubber gloves	1.57	D	0.22	4 5			
talcum 2GE4	1.45	A	0.25	5 0	oil	2.76	A	0.47½	9 6	super	1.94	D	0.27	5 5			
Tanfastic 2G49	1.45	A	0.25	5 0	spray	2.76	A	0.47½	9 6	Sanibriefs (339 CG)							
2G62	2.32	A	0.40	8 0	Ricotiv (211 Butler)				D	small, med or large	3.225	D	0.41½	8 4			
Total Finish 2G56	1.45	A	0.25	5 0	Rimmel (1063 Rimmel)					outside	3.97	D	0.51½	10 3			
addi (1073 Robinson)					base coat	0.82	A	0.14	2 9	Sanilav (671 Jeyes)							
garment 3.416			0.40	8 0	beauty glove hand					440g	0.96		0.10	2 0			
ex. large 3.634			0.42½	8 6	cream	1.06	A	0.18	3 7	770g	1.58		0.16	3 3			
nappy liners 25	1.067		0.13½	2 8	blush stick pearly	1.94	A	0.33	6 7	Sanipants (339 CG)							
nappy rolls disposable	1.166		0.12½	2 6	cleansing milk	1.06	A	0.18	3 7	small, med or large	3.325	D	0.43	8 7			
pads 10	1.125		0.12	2 5	cleansing pads	0.88	A	0.15	3 0	outside	4.375	D	0.52½	10 6			
30	3.15		0.34	6 9	cold cream	1.47	A	0.25	5 0	Sanoid (339 CG)							
pleats 1.20			0.13	2 7	Cologne floral	1.47	A	0.25	5 0	baby cream	1.279	B	0.20	4 0			
agan (981 Picot)					Classic	2.18	A	0.37	7 5	powder 114g	0.91	B	0.14	2 10			
eau de toilette 42cc	4.68	A	0.80	16 0	compressed powder	0.88	A	0.15	3 0	270g	1.60	B	0.25	5 0			
84cc	8.16	A	1.40	28 0	compact	1.94	A	0.33	6 7	pants	1.00		0.12½	2 6			
perfume miniature	2.64	A	0.45	9 0	anti shine	0.88	A	0.15	3 0	dusting powder	0.891	A	0.15½	3 1			
oz	4.68	A	0.80	16 0	translucent	1.47	A	0.25	5 0	first aid outfits	A45		0.63	12 7			
½oz	8.16	A	1.40	28 0	cutical remover	0.82	A	0.14	2 9	sports	A103		3.625ea	5.44			
1oz	26.88	A	4.60	92 0	deodorant stick	0.94	A	0.16	3 3	refill	A103R		4.05	81 0			
analeve (1335 Wigglesworth)					roll-on	1.76	A	0.30	6 0	sports	A85M		6.00	120 0			
elixir 56ml	1.30		0.16	3 3	eyelid gloss	1.47	A	0.25	5 0	works 1-10	A135W		3.10ea				
114ml					eye liner brush	0.96	B	0.15	3 0	refill	A135R		1.275ea				
anets (650 Keldon)					eye liner cake	0.82	A	0.14	2 9	works 1-50	A136W		4.375ea				
tablets 10	0.79		0.09	1 9	eyeliner liquid	0.82	A	0.14	2 9	refill	A136R		2.45ea				
arke-Davis (938 PD)					eyelashes real hair	4.71	A	0.80	16 0	works over 50	A137W		6.125ea				
vaccines					upper	4.71	A	0.80	16 0	refill	A137R		4.35ea				
catarrh 1ml and					lower	1.06	A	0.18	3 7	transport	A151M		2.70ea				
25ml					adhesive					refill	A151R		1.75ea				
arozone (671 Jeyes) existing entry					eye make-up	0.88	A	0.15	3 0	office, shops and							
arozone (671 Jeyes)					remover pads	6.92	A	1.15	23 0	railway premises							
570ml	0.655		0.09½	1 11	cabinet	0.82	A	0.14	2 9	A12	0.75ea		1.13	22 6			
II	0.94		0.40	8 0	eye pencils					A12R	0.675ea						
Igal	0.315ea				eye shadow					A13	1.35ea		2.03	40 7			
enicillin-V-Lilly (413 Lilly) TS					frosted	1.06	A	0.18	3 7	A13R	1.237ea						
potassium syrup					collection	3.34	A	0.55	11 0	A14	3.175ea		4.76	95 3			
100ml	0.23ea		0.34	6 9	stick	0.82	A	0.14	2 9	A14R	1.375ea						
60ml					cream	0.82	A	0.14	2 9	A15	3.437ea		5.15	103 0			
suspension paediatric 60ml					compressed	0.88	A	0.15	3 0	A15R	2.237ea		6.60	132 0			
entostam (208 BW) ts†					applicator	1.23	A	0.21	4 3	A16	2.237ea						
100ml	4.70ea		7.05	141 0	brush	1.42	B	0.22	4 5	A16R	6.25		9.38	187 6			
ersonna (964 Personna)					palette	2.14	A	0.35	7 0	A17	3.650ea						
blades double edge					finger nail					A20	0.787ea		1.18	23 7			
platinum (5)	2.455	B	0.23	4 7	adhesive refill	0.94	A	0.16	3 3	refill	A20R		0.625ea	0.96			
(20pkts)					remover refill	0.94	A	0.16	3 3	outfit B	A21		1.175ea	1.76			
injector (5)	2.455	B	0.23	4 7						refill	A21R		1.05ea	1.58			
(20pkts)																	
hillips (978 PYP)																	
tonic yeast tablets 50	0.90		0.10	2 0													
150	1.98		0.22	4 5													

	Trade	PT	Retail		
			£.p	s	d
ileo-colostomy bags					
sealed one end					
12 x 5	0.408				
18 x 5	0.437				
12 x 4	0.383				
18 x 4	0.408				
sealed both ends					
12 x 5	0.437				
12 x 4	0.408				
18 x 5	0.462				
18 x 4	0.437				
sponge bag	0.758		0.11½	2	3
Satin Flow (813 MF)					
large	2.835	A	0.48	9	7
Schacht (1220 CT)					
ileostomy appliance	2.24ea		2.80	56	0
colostomy appliance	2.08ea		2.60	52	0
spares					
elastic belt	0.44ea		0.55	11	0
foam sponge ring	0.08ea		0.10	2	0
plastic flange ring	0.40ea		0.50	10	0
plastic locking ring	0.40ea		0.50	10	0
polythene bags					
colostomy 100	0.68ea		0.85	17	0
ileostomy 100	0.84ea		1.05	21	0
Scrubbys (671 Jeyes)†					
ammonia	1.22		0.13	2	7
Selto (1125 Selto)					
dental salt	55g	0.95	B	0.14	2 9
	83g	1.30	B	0.19	3 10
Serenace (1121 Searle) †s4B					
ampoules 3mg/ml 10	1.50ea		2.25	45	0
	50	6.80ea	10.30	204	0
Seven Seas (176 BCLO)					
(distributors 810 Maw)					
Sheer Genius (813 MF)					
powder cream large	2.665	A	0.45	9	0
Sheridans (1580 Sheridan)					
theatrical cold cream	3.00		0.37½	7	6
Silcot (786 Macdonald)					
sanitary towels wool					
size 0	12	1.315	0.14	2	10
1	6	0.81	0.09	1	9
2	12	1.475	0.16	3	2
3	12	1.705	0.18½	3	8
4	12	1.94	0.21	4	2
soluble	12	2.325	0.25	5	0
size 1	6	0.76	0.08	1	7
	12	1.32	0.14	2	9
Silsan (786 Macdonald)					
sanitary towels					
size 1	6	0.74	0.08	1	7
2	12	1.325	0.14	2	10
soluble	12	1.52	0.16	3	3
size 1	6	0.76	0.08	1	7
	12	1.32	0.14	2	9
Skels (1152 5K)					
diabetic chocolate					
bar					
plain, milk, hazel-					
nut	1.12	C	0.07½	1	6
(2 doz)					
Sleek (1155 5 & N)					
plastic strapping					
1 x 2½yd 5K12X	0.76		0.09	1	10
1 x 5yd 5K15	1.285		0.15½	3	1
2 x 5yd 5K25	2.115		0.25	5	0
3 x 5yd 5K35	2.79		0.34	6	9
Sno-Drops (786 Macdonald)					
cotton wool balls 50	0.60		0.07½	1	6
Somnos (837 MSD)					
elixir 100ml	1.00	B	0.15½	3	1
Spillers (1172 5pillers)					
Kattomeat handy	2.17	C	0.06½	1	4
(4doz)					
Kennomeat handy	2.17	C	0.06½	1	4
(4doz)					
large	2.07	C	0.12½	2	6
(2doz)					
Stag (1053 Rexall)					
shampoo					
spin top deodorant					
Stemetil (971 P5MB)†s4B					
syrup 125ml	0.20ea		0.30	6	0
forte 125ml	0.46ea		0.69	13	9
11	3.06ea		4.59	91	9
tablets 5mg 250	1.26ea		1.89	37	9
1000	4.98ea		7.47	149	5
25mg 50	0.70ea		1.05	21	0
500	6.12ea		9.18	183	7
Stergene (382 Domestos)					
2.193			0.14	2	9
(1½ doz)					
Suede (981 Picot)					
eau de toilette 42cc	4.68	A	0.80	16	0
84cc	8.16	A	1.40	28	0
perfume miniature ½oz	5.85	A	1.00	20	0
Suleo (671 Jeyes)					
emulsion	1.02	B	0.15	3	0
shampoo	1.28	B	0.19	3	9
Sure Shield (549 Guest)					
laxative fruit flavour	0.97	B	0.16	3	3
Sweetex (751 LL)					
tablets 500	2.00		0.22	4	5
2000	6.65		0.73	14	7

	Trade	PT	Retail		
			£.p	s	d
Syrup Pulmonaria Co					
dp 500ml	0.53ea				
2l	1.50ea				
Tabac Original (961 EGP)					
Tabac Original (443 Eylure)					
Tabloid (208 BW)					
cyclobarbitone					
200mg 100					
hexoestrol (vet.) 1000					
Terramycin (969 Pfizer)					
vaginal tablets					
Tetracycline (969 Pfizer)					
capsules 16					
Thawpitt (1480 Izal)					
naphthalene moth					
balls	0.99		0.11	2	3
Spockleeners	2.70		0.15	3	0
(2doz)					
The Blue Train (981 Picot)					
eau de toilette 42cc	4.68	A	0.80	16	0
84cc	8.16	A	1.40	28	0
perfume miniature ½oz	2.64	A	0.45	9	0
1oz	4.68	A	0.80	16	0
1oz	8.16	A	1.40	28	0
26.88	A	4.60	92	0	
Thermoid (339 CG)					
cream 42g	1.20	B	0.19	3	9
Thymo Ephedrine (78 A5 & Co)†					
dp 500ml	0.55ea				
2l	1.75ea				
Tolseram (1175 Squibb)					
Transol (1154 SNP)					
solution 50ml	0.40ea		0.56	11	2
Trasylol (452 FBA)					
ampoules					
100,000 k.i.u.					
10ml x 5	13.18ea		19.77	395	3
25	59.06ea		88.59	1771	9
25,000 k.i.u.					
Travla (761 Lilia-White)					
compressed sanitary					
towels	2.64		0.02½	6	
(1gross)					
Trimetts (1552 UL)					
beefburger savouries	2.25		0.25	5	0
crunch cakes	1.275		0.14	2	10
turkey sandwich	1.99		0.22	4	5

PURCHASE TAX

B = 36½% D = 13½%
A = 55% C = 12%

Trufood (1249 Trufood)					
comminuted chicken					
meat 110g	3.40		0.20	4	0
Tums (506 Gerhardt)					
(distributors 1337 R & A)					
single roll pack	0.42	B	0.07	1	5
3 roll pack	1.14	B	0.17	3	5
carton	3.00	B	0.44	8	10
Ultradiol (1479 5CL) T5					
cream plain 50g	0.60ea		0.90	18	0
ointment plain 50g	0.60ea		0.90	18	0
Ung. betula and mustard green (211 Butler)					
Uniflu (1367 Unigreg) existing entry					
Uniflu (1367 Unigreg)†					
tablets plus Gregovite C					
composite packs 12	0.175ea		0.26	5	3
24	0.31ea		0.46	9	3
Unigest (1367 Unigreg)					
capsules 12	0.18ea	B	0.34	6	11
dp 120	1.54ea				
Unioptal (117 BPL)					
Valium (1074 Roche) †s4B					
ampoules 20mg/4ml					
10	1.35ea		2.02½	40	6
Veganin (1310 WW) †DDI					
tablets 10	0.775	B	0.12	2	5
Vibrona (400 JD & B)					
tonic wine bottle	9.05		0.92½	18	6
half bottle	4.825		0.50	10	0
Viscopaste (1155 5 & N)					
bandage BPC					
3½ x 6yd	2.20		0.26	5	2
P.B.7 3½ x 6yd	2.20		0.26	5	2
Visor (78 A5 & Co)					
tablets 20	1.20	B	0.19	3	10
100 & 250					
Wander (1303 Wander)					
diabetic chocolate					
drink 1lb	2.93		0.33	6	7
milk assortment	1.74	C	0.23	4	7
chocolate bars plain,					
milk & nut milk	0.97	C	0.13	2	7
Waymaster (999 PEC) existing entry					
Waymaster (999 PEC)					
baby weigher					
196P/PK/PD	13.55ea	D	22.14	442	10
dietary scales					
8ND/DK	1.14ea	D	1.71	34	2
personal scales					
218/2/2A/2K	3.20ea	D	5.24	104	10
618/A/K	2.74ea	D	4.48	89	7
920/A/K	1.75ea	D	2.87	57	5
820/A/K	3.60ea	D	5.88	117	8

	Trade	PT	Retail		
			£.p	s	d
Wella (1318 Wella)					
herbal creme rinse					
sachet	1.49	A	0.06½	1	4
(4 doz)	2.27	A	0.39	7	10
bottle					
Wellcome (208 BW)					
gas - gangrene anti-					
toxin mixed ampoule	2.60ea		3.90	78	0
Westmacott's (1233 Westmacott)					
ear drops	1.15	B	0.17½	3	6
White's Dr. (761 Lilia-White)					
Koronet briefs	2.64	D	0.32½	6	6
pads	1.04		0.11	2	2
sanitary belts	0.995	D	0.12½	2	6
towels	0		0.14	2	10
1	1.45		0.15	3	0
2	1.65		0.17½	3	6
3	1.76		0.18½	3	8
E1	0.765		0.08	1	7
Wilkinson (1339 Wilkinson)					
New 5word blades 10	6.05	B	0.43½	8	8
(25 pkts)					
Williams, Dr. (485 Fulford)					
pink pills	1.19		0.14	2	10
	2.42		0.29	5	10
Winlam (615 H & M)					
drench (vet.)	0.22ea	B	0.40	8	0
Yaxa (366 Dendron)					
anti-perspirant					
super dry	3.21	A	0.52	10	5
Yestamin (1246 TYE) existing entry					
Yestamin (1246 TYE)					
powder	8oz		2.20	0.27½	5 6
	16oz		3.30	0.40	8 0
tablets	50		0.90	0.11	2 3
	100		1.36	0.17	3 4
	300		3.00	0.37½	7 6
plus paracetamol	20		1.00	0.15	3 0
	50	B	2.20	0.30	6 0
Zanthine (1455 Lister)					
tablets	1.20		0.15	3	0
Zincoplast (754 Leslie)					
waterproof strapping					
1in x 3yd	0.87		0.10	2	0
2in x 3yd	1.53		0.18	3	7
3in x 3yd	2.14		0.25	5	0
½in x 5yd	0.80		0.09	1	10
1in x 5yd	1.25		0.15	2	11
2in x 5yd	2.10		0.25	4	11
3in x 5yd	2.80		0.33	6	6
zinc oxide plaster					
½in x 1yd	0.35		0.04		10
1in x 1yd	0.49		0.06	1	2
½in x 3yd	0.80		0.09	1	10
1in x 3yd	1.12		0.13	2	7
Zoff (1155 S & N)					
plaster remover	908		0.76	0.09	1 10
	909		4.31	0.51	10 2
Zopla (754 Leslie)					
elastic adhesive bandage					
½in x 3yd	1.04		0.12	2	5
1in x 3yd	1.44		0.17	3	4
1½in x 3yd	1.90		0.22	4	5
2in x 3yd	2.43		0.28	5	8
2½in x 3yd	2.96		0.35	6	11
3in x 3yd	3.50		0.41	8	2
4in x 3yd	4.50		0.53	10	6
elastic extension					
strapping					
½in x 1yd	0.43		0.05	1	0
1in x 1yd	0.67		0.08	1	7
2in x 1yd	1.03		0.12	2	5
2½in x 1yd	1.18		0.14	2	9
3in x 1yd	1.37		0.16	3	3
½in x 3yd	1.04		0.12	2	5
1in x 3yd	1.44		0.17	3	4
1½in x 3yd	1.90		0.22	4	5
2in x 3yd	2.43		0.28	5	8
2½in x 3yd	2.96		0.35	6	11
3in x 3yd	3.50		0.41	8	2
4in x 3yd	4.50		0.53	10	6
felts compressions					
soft very thin ⅓in					
½yd	—		—	—	—
1yd	1.13ea		1.57	31	6
thin ⅓ or ½	½yd		—	—	—
1yd	1.64ea		2.29	45	10
med. ⅓ or ½	½yd		—	—	—
1yd	2.20ea		3.08	61	7
thick ⅓ or ½	½yd		—	—	—
1yd	2.75ea		3.85	77	0
semi-compressed					
very thin ⅓in	½yd		—	—	—
1yd	1.30ea		1.82	36	5
thin ⅓ or ½	½yd		—	—	—
1yd	1.90ea		2.66	53	3
med. ⅓ or ½	½yd		—	—	—
1yd	2.50ea		3.50	70	0
thick ⅓ or ½	½yd		—	—	—
1yd	3.15ea		4.41	88	3
compressed					
very thin ⅓in	½yd		—	—	—
1yd	1.44ea		2.01	40	3
thin ⅓ or ½	½yd		—	—	—
1yd	2.05ea		2.87	57	5
med ⅓ or ½	½yd		—	—	—
1yd	2.80ea		3.92	78	5

	Trade PT		Retail			
	£.p		£.p	s	d	
thick $\frac{7}{16}$ or $\frac{3}{8}$ 1yd	3.40ea		4.76	95	3	D
elts, small pieces soft or semi-compressed						
thin small 4in x 3 $\frac{1}{2}$ in	0.90		0.10	2	1	
med. 4in x 3in	0.90		0.10	2	1	
thick 3in x 3in	0.90		0.10	2	1	
thin large 6in x 6in	1.80		0.21	4	2	
med. 6in x 4 $\frac{1}{2}$ in	1.80		0.21	4	2	
thick 4in x 4 $\frac{1}{2}$ in	1.80		0.21	4	2	
med. unspread 4in x 3in	0.73		0.09	1	9	
elt pads, soft, semi-compressed or compressed						
O.S. oval (2 $\frac{3}{4}$ x 2 $\frac{1}{4}$)	2.53		3.55	71	0	
thin $\frac{1}{8}$	(lgross)		(lgross)			
thick $\frac{1}{8}$	3.19		4.47	89	5	
	(lgross)		(lgross)			
long oval (3 $\frac{1}{2}$ x 2)	2.85		4.00	79	11	
thin $\frac{1}{8}$	(lgross)		(lgross)			
thick $\frac{1}{8}$	3.69		5.16	103	3	
	(lgross)		(lgross)			
extra large oval (2 $\frac{3}{4}$ x 1 $\frac{1}{2}$)	2.20		3.08	61	7	
thin $\frac{1}{8}$	(lgross)		(lgross)			
thick $\frac{1}{8}$	2.85		4.00	79	11	
	(lgross)		(lgross)			
heart shaped (2 x 1 $\frac{1}{2}$)	1.70		2.39	47	9	
thin $\frac{1}{8}$	(lgross)		(lgross)			
thick $\frac{1}{8}$	2.20		3.08	61	7	
	(lgross)		(lgross)			
extra large oval (2 $\frac{3}{4}$ x 1 $\frac{1}{2}$)	1.82		2.55	50	11	
thin $\frac{1}{8}$	(lgross)		(lgross)			
thick $\frac{1}{8}$	2.31		3.24	64	9	
	(lgross)		(lgross)			
large oval (2 $\frac{1}{2}$ x 1 $\frac{1}{2}$)	1.70		2.39	47	9	
thin $\frac{1}{8}$	(lgross)		(lgross)			
thick $\frac{1}{8}$	2.20		3.08	61	7	
	(lgross)		(lgross)			
large round (2 $\frac{1}{2}$ in dia.)	2.42		3.79	67	10	
thin $\frac{1}{8}$	(lgross)		(lgross)			
thick $\frac{1}{8}$	3.08		4.31	86	3	

CONVERSION TABLE

£p.	s.	d.	£p.	s.	d.
0.01	...	2 $\frac{1}{2}$	0.51	...	10 2 $\frac{1}{2}$
0.02	...	5	0.52	...	10 5
0.03	...	7	0.53	...	10 7
0.04	...	9 $\frac{1}{2}$	0.54	...	10 9 $\frac{1}{2}$
0.05	...	1 0	0.55	...	11 0
0.06	...	1 2 $\frac{1}{2}$	0.56	...	11 2 $\frac{1}{2}$
0.07	...	1 5	0.57	...	11 5
0.08	...	1 7	0.58	...	11 7
0.09	...	1 9 $\frac{1}{2}$	0.59	...	11 9 $\frac{1}{2}$
0.10	...	2 0	0.60	...	12 0
0.11	...	2 2 $\frac{1}{2}$	0.61	...	12 2 $\frac{1}{2}$
0.12	...	2 5	0.62	...	12 5
0.13	...	2 7	0.63	...	12 7
0.14	...	2 9 $\frac{1}{2}$	0.64	...	12 9 $\frac{1}{2}$
0.15	...	3 0	0.65	...	13 0
0.16	...	3 2 $\frac{1}{2}$	0.66	...	13 2 $\frac{1}{2}$
0.17	...	3 5	0.67	...	13 5
0.18	...	3 7	0.68	...	13 7
0.19	...	3 9 $\frac{1}{2}$	0.69	...	13 9 $\frac{1}{2}$
0.20	...	4 0	0.70	...	14 0
0.21	...	4 2 $\frac{1}{2}$	0.71	...	14 2 $\frac{1}{2}$
0.22	...	4 5	0.72	...	14 5
0.23	...	4 7	0.73	...	14 7
0.24	...	4 9 $\frac{1}{2}$	0.74	...	14 9 $\frac{1}{2}$
0.25	...	5 0	0.75	...	15 0
0.26	...	5 2 $\frac{1}{2}$	0.76	...	15 2 $\frac{1}{2}$
0.27	...	5 5	0.77	...	15 5
0.28	...	5 7	0.78	...	15 7
0.29	...	5 9 $\frac{1}{2}$	0.79	...	15 9 $\frac{1}{2}$
0.30	...	6 0	0.80	...	16 0
0.31	...	6 2 $\frac{1}{2}$	0.81	...	16 2 $\frac{1}{2}$
0.32	...	6 5	0.82	...	16 5
0.33	...	6 7	0.83	...	16 7
0.34	...	6 9 $\frac{1}{2}$	0.84	...	16 9 $\frac{1}{2}$
0.35	...	7 0	0.85	...	17 0
0.36	...	7 2 $\frac{1}{2}$	0.86	...	17 2 $\frac{1}{2}$
0.37	...	7 5	0.87	...	17 5
0.38	...	7 7	0.88	...	17 7
0.39	...	7 9 $\frac{1}{2}$	0.89	...	17 9 $\frac{1}{2}$
0.40	...	8 0	0.90	...	18 0
0.41	...	8 2 $\frac{1}{2}$	0.91	...	18 2 $\frac{1}{2}$
0.42	...	8 5	0.92	...	18 5
0.43	...	8 7	0.93	...	18 7
0.44	...	8 9 $\frac{1}{2}$	0.94	...	18 9 $\frac{1}{2}$
0.45	...	9 0	0.95	...	19 0
0.46	...	9 2 $\frac{1}{2}$	0.96	...	19 2 $\frac{1}{2}$
0.47	...	9 5	0.97	...	19 5
0.48	...	9 7	0.98	...	19 7
0.49	...	9 9 $\frac{1}{2}$	0.99	...	19 9 $\frac{1}{2}$
0.50	...	10 0	1.00	...	20 0

	Trade PT		Retail			
	£.p		£.p	s	d	
flesh foamed latex						
thin 1yd x 18in	1.48yd		2.07	41	5	
med. 1yd x 18in	1.93yd		2.70	53	11	
plain thin 1yd x 18in	1.23yd		1.72	34	4	
med. 1yd x 18in	1.65yd		2.31	46	3	
fleecy weblight material						
16in wide 1yd	1.00ea		1.40	28	0	
Foam-O-Felt						
thin $\frac{1}{8}$	1.60yd		2.24	44	10	
med. $\frac{1}{8}$	1.93yd		2.70	53	11	
moleskin 7in x 1yd	4.00		0.47	9	4	
12in x 5yd	2.38ea		3.33	66	8	
Polyfoam						
thin $\frac{1}{8}$	1.20yd		1.68	33	7	
med. $\frac{1}{8}$	1.59yd		2.23	44	6	
plain thin $\frac{1}{8}$	0.86yd		1.20	24	0	
med. $\frac{1}{8}$	1.31yd		1.84	36	9	
Silcofoam						
thin 1yd x 18in	1.10yd		1.54	30	10	
med. 1yd x 18in	1.46yd		2.05	41	0	
thick 1yd x 18in	1.83yd		2.55	51	1	
sponge rubber						
per yard x 18in						
$\frac{1}{4}$ in thick	1.54ea		2.16	43	2	
$\frac{1}{2}$ in thick	2.04ea		2.86	57	2	
$\frac{3}{4}$ in thick	2.68ea		3.75	75	1	
per $\frac{1}{2}$ yd x 18in	—		—	—	—	D
per $\frac{1}{2}$ yd x 18in	—		—	—	—	D
per box 3 pieces	—		—	—	—	
3 $\frac{1}{2}$ in x $\frac{1}{2}$ x 6in	0.30ea		0.42	8	4	
unspread per box, 3 pieces	—		—	—	—	
3 $\frac{1}{2}$ in x 6in x $\frac{1}{2}$ in	0.26ea		0.36	7	3	
spread flexible cloth	—		—	—	—	D
straps 18in long	—		—	—	—	D
stockinettes						
12in wide 1yd	0.80ea		1.12	22	5	
Swan foam						
thin 1yd x 18in	1.25yd		1.75	35	0	

THIS WEEK'S CHANGES

	Trade PT		Retail			
	£.p		£.p	s	d	
Airwick (671 Jeyes)						
solid	2.36		0.25	5	0	
Bronnley (194 Bronnley)		B	0.35	6	0	
soap eggs	—		—	—	—	
Broxil (1393 BRL) TS						
syrup 100ml	0.40ea		—	—	—	R
Cuxson Gerrard (339 CG)						
baby pants	1.00		0.12 $\frac{1}{2}$	2	6	I
baby powder 114g	0.91	B	0.14	2	10	
270g	1.60	B	0.25	5	0	
Gralac (63 Arnold)						A
auxiliary creams						
110cc	0.30	A	0.61 $\frac{1}{2}$	12	4	
220cc	0.50	A	1.02 $\frac{1}{2}$	20	6	
hair colour restorer						
110cc	0.30	A	0.61 $\frac{1}{2}$	12	4	
220cc	0.50	A	1.02 $\frac{1}{2}$	20	6	
Hip 'C' (930 P & B)						A
rose hip syrup 8oz	1.44		0.16	3	3	
Hydrocortone (837 MSD)						D
lotion 1% 20ml	—		—	—	—	
Hygroton (501 Geigy)						D
tablets 50mg 20	—		—	—	—	
Isoxyl (1378 Con Phar.) †s4B						I
tablets 500mg 500	12.00ea		14.12 $\frac{1}{2}$	282	6	
Limmits (1552 UL)						
shortcake biscuits	2.25		0.25	5	0	
milk chocolate shortcake	2.156	C	0.28	5	7	
Migraleve (657 IL) †DDI						
tablets (yellow pack)	1.35	B	0.21	4	2	
(duo-pack) 12	2.572	B	0.40	8	0	
24	4.628	B	0.72	14	5	
Mu-Cron (657 IL)						
liquid 100ml	1.68		0.21	4	2	
Penbritin (1393 BRL) TS						R
capsules 250mg	0.66ea		—	—	—	
100	3.10ea		—	—	—	
500	15.00ea		—	—	—	
500mg	20		—	—	—	
100	6.00ea		—	—	—	
syrup 125mg/5ml						
100ml	0.43ea		—	—	—	
ferte 100ml	0.78ea		—	—	—	
tablets 125mg	0.39ea		—	—	—	
100	1.77ea		—	—	—	
Polycare (721 LC)						
instant conditioner	0.91	A	0.15	3	0	A
Polyset (721 LC)						
bottles 78cc	1.59	A	0.26	5	3	A
Safoin (63 Arnold)						A
colour gloss oil	0.30	A	0.61 $\frac{1}{2}$	12	4	
glamour hair rinse	0.30	A	0.61 $\frac{1}{2}$	12	4	
skin & hair bleach	—		—	—	—	D
white henna	—		—	—	—	D
Sanoid (339 CG)						
baby powder	—		—	—	—	D
baby pants	—		—	—	—	D
Satura (385 DG)						
cleansing cream	0.375ea		0.79	15	9	

	Trade	PT	Retail		
	£.p		£.p	s	d
med. 1yd x 18in	1.67yd		2.35	46	11
plain thin 1yd x 18in	1.07yd		1.50	29	11
med. 1yd x 18in	1.44yd		2.01	40	3
zinc oxide plaster					
5yd x $\frac{1}{2}$ in	0.83		0.10	1	11
$\frac{1}{2}$ in NHS	1.04		0.12	2	5
$\frac{1}{2}$ in	1.39		0.16	3	3
1in NHS	1.54		0.18	3	7
1 $\frac{1}{2}$ in	2.05		0.24	4	10
2in NHS	2.59		0.30	6	0
2 $\frac{1}{2}$ in	2.84		0.33	6	8
3in NHS	3.50		0.41	8	2
4in	4.13		0.48	9	8
10yd x $\frac{1}{2}$ in	1.33		0.15	3	1
$\frac{1}{2}$ in	1.54		0.18	3	7
$\frac{1}{2}$ in	1.90		0.22	4	5
1in	2.42		0.28	5	8
1 $\frac{1}{2}$ in	3.15		0.37	7	4
2in	4.10		0.48	9	7
2 $\frac{1}{2}$ in	5.16		0.60	12	1
3in	5.70		0.67	13	4
4in	7.35		0.86	17	2

INTER-ALIA

GENERIC

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		Per 250	Per 500	Per 1000
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(Phenylbutazone B.P.)	200 mg.	8/- (£0.40p.)	..15/6 (£0.78p.)	.. 30/2 (£1.51p.)
IA-LOXIN	250 mg.	26/- (£1.30p.)	..51/- (£2.55p.)	..100/- (£5.00p.)
(Oxytetracycline B.P.)				
IA-PEN	125 mg.	22/- (£1.10p.)	..43/- (£2.15p.)	.. 85/- (£4.25p.)
(Penicillin V. B.P.)	250 mg.	43/- (£2.15p.)	..85/- (£4.25p.)	..160/- (£8.00p.)
IA-PRAM	25 mg.	14/6 (£0.73p.)	..28/- (£1.40p.)	.. 55/6 (£2.78p.)
(Imipramine B.P.)				
IN-SOLONE	1 mg.	4/3 (£0.21p.)	.. 7/3 (£0.36p.)	.. 13/11 (£0.70p.)
(Prednisolone B.P.)	5 mg.	12/6 (£0.63p.)	..24/- (£1.20p.)	.. 47/3 (£2.36p.)
IN-SONE	1 mg.	4/- (£0.20p.)	.. 7/- (£0.35p.)	.. 13/5 (£0.67p.)
(Prednisone B.P.)	5 mg.	11/6 (£0.58p.)	..22/6 (£1.13p.)	.. 44/5 (£2.22p.)



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Cables: Intalpharm London E6

Telex: 261553

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They're a delicious and satisfying way for elderly people to get more of the goodness and nourishment they need without having to eat too much.

There are four ready meals in the range: Steak and Kidney and Vegetable, Lamb and Vegetable, Irish Stew, Beef and Vegetable.

Heinz researched Dinners for One extensively amongst old people. The results from 1,700 replies showed that 26% considered them "good", 35% thought they were "very good" and 24% said they were "excellent"—and that's 85% acceptance!

We're telling them about Heinz new Dinners for One with:

1. Consumer Advertising using dominant spaces in the News of the World, People and the Sunday Express, which start 14th February and run through March into April.

2. 3,500,000 Consumer Leaflets will be distributed through doctors, health visitors and welfare workers and at point-of-sale.

3. Mailing of Product Samples will reach 3,000 geriatricians, medical and nursing officers concerned with the care of the elderly.

4. Personal Contact by Heinz Service Advisers with geriatricians, general practitioners, health visitors and district nurses. Plus an exhibition stand at the Royal Society of Health congress in April.

5. Advertising for Dinners for One will also appear in the leading Medical and Nursing journals.

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| 3. Metric Medical—
white flint | 7. Olive Oils—white flint |
| 4. Vials—white flint | 8. Tablets—white flint and amber |
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| | 10. Eye Drop bottles
and Droppers —amber |

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COMMENT COMMENT COMMENT COMMENT COMMENT

Who would be a pharmacist?

Pharmacy is in debt to Professor A. H. Beckett for not taking the "flag" when presenting his Education Committee's report to the Council of the Pharmaceutical Society last week. If he had, we should have been unable to publish the debate (p 101) which would then have been taken "in committee."

It was debate well worth reporting, for it showed the Council evenly divided—11 to 10—on a matter of vital interest to the future of pharmacy, that is, whether the pre-registration year should be spent compulsorily in either hospital or retail practice.

In essence, the Council was divided between those who believe that the profession can be held together only if access to the register is available to graduates working in the universities and industry, and those who see the register primarily as signifying an ability to take pharmaceutical responsibility to protect the public in accordance with the law. That such a dichotomy is possible is brought about, of course, by the fact that registration and membership of the professional body, the Pharmaceutical Society, confers also the right to take sole charge of any pharmacy.

There have been many suggestions to overcome this problem — the formation of a British pharmaceutical association to take over non-statutory functions from the Society, and the transfer of the Society's non-professional statutory duties to the Government are two of them. But they are not wholly satisfactory answers, and while the Society keeps its present role the Council must ensure that it fulfils that function responsibly.

The public interest

There can be no escaping the duty to put the public interest before all. If that were not done, Parliament would be right to take away from the profession both its responsibilities and its privileges. We do not see that the public can be protected by an academic or industrial pharmacist working unsupervised in hospital or retail practice, unless he has previously gained experience in those areas.

The argument that it is wrong to force the research graduate to "waste" a year getting on to the register is spurious, to say the least. These people should decide what they want to be—pharmacists or something else, preferably before they start the course! Certainly, "pharmacy" manifests itself in many guises, including research, but a large part of the pharmacist's value is that he brings to a problem a knowledge and *experience* of many disciplines.

It is not unique to ask a graduate to gain experience of his profession by applying his knowledge widely, under supervision, before registration. To quote the obvious example, the doctor's pre-registration requirement does not discourage the turning out of specialists—be they pathologists, medical officers of health or research directors of pharmaceutical companies!

We do not think that the registration year affects industry so much as the universities since many pharmacists are employed *because* they are registered pharmacists and

because of their wide experience. But in respect of academic pharmacy, the Council can dictate its own terms through its recognition of courses. We believe there is a paramount need for most members of the teaching staff to have had first-hand experience of practical pharmacy—the course that is not so staffed should be rejected by the Council.

The fundamental question is whether pharmacy is so poor a profession that it must needs embrace all those who care to be remotely associated with it. Let us be proud enough to say that pharmacy needs only those who are prepared to make the effort to become part of it.

A lesson in supervision

"Supervision" of the sale of poisons from a retail pharmacy is defined legally only in terms of judgments in cases brought before the courts—and then in only a negative sense by way of what does *not* constitute supervision. Any inquiry by the Pharmaceutical Society's Statutory Committee into a case involving the "professional aspects of supervision" should therefore be studied with care, because professional attitudes can evolve in response to practice rather more easily than does the law.

In an Appeal Court decision in 1943 (*Pharmaceutical Society v. Littlewoods Mail Order Stores Ltd*) it was stated that it was "overstraining" the meaning of the words "under the supervision of a registered pharmacist" to say that supervision could be satisfied by the presence of a registered pharmacist in another part of the building, unless there was evidence to show that by some mechanical means he was able to give supervision to what was going on at the counter.

Since that time, pharmacies that are, in effect, department stores, have become commonplace—and they have brought problems for their owners. In the case before the Statutory Committee last week (p 106), Boots Ltd had pleaded guilty at Derby magistrates' court to having sold two Part I Poisons not under the supervision of a pharmacist. It emerged from the evidence that at the time the sale was made the manager had been called away to attend to a difficult customer on another floor of the premises.

The Statutory Committee took a wholly reasonable view of the circumstances, and decided to take no action against either the pharmacist manager or the company. But it was evident from the chairman's remarks that the Committee took its view *because* of the circumstances. Had the manager not protested at being left single-handed, and advised his staff about sales in his absence, or had the company not routinely maintained two pharmacists at the store, the Committee might have considered some other course of action.

Sir Gordon Willmer stressed that supervision means "a real 100 per cent cover" at all times of the day, and he made it plain that if managerial duties and the layout of premises prevent a pharmacist from being able to supervise, then a second pharmacist may have to be employed. The lesson to be learned, perhaps, is that staff must be made fully aware of what they may not sell except under the pharmacist's supervision—and why.

When it's a question of conflicting loyalties . . .

by Johnathan Stirling

In an earlier article in this series, under the headline "Who Owns the Formula?" we looked at the question of ownership of an idea. We can take the matter further by examining the implications of a particular case.

British Syphon Co Ltd employed a man named Homewood. He was their chief technician and his job was to advise them on all technical matters relating to their business. This included the manufacture of soda water syphons. Mr Homewood was in charge of design and development.

Without having been specifically asked to do so, he designed an improved form of syphon. He applied to patent it. But his employers claimed an order that he should assign to them his interest in the application.

"Would it be consistent with good faith, as between master and servant, that Mr Homewood should in his position be entitled to make some invention in relation to matter concerning a part of his employers' business, and either keep it from them, if and when asked about the problem, or even to sell it to a rival?" asked Mr Justice Roxburgh. Indeed, could it be right that Mr Homewood could say: "Well, yes, I know the answer to your problem, but I have already sold it to your rival."

Matter of good faith

"In my judgment," said Mr Justice Roxburgh, "that cannot be consistent with a relationship of good faith between a master and a technical adviser. It seems to me that he has a duty not to put himself in a position in which he may have personal reasons for not giving his employer the best advice which it is his duty to give if and when he is asked to give it."

Naturally, this relates only to matters concerning the business of the employer. But in such matters "the employee has a duty to be free from any personal reason for not giving his employer the best possible advice."

So the chief technician lost his case. And we now know that anyone who makes an invention in the course of his employer's business, connected with anything to do with that business, has no right to patent it. Indeed, his employers can force him to have the idea patented in their name.

How, then, can you protect your own position, if you have an inventive mind and do not wish to sell it to your employers in its entirety?

There is only one way. You must induce your employers to allow a term to be included in your contract of employment, giving you the right to your own inventions. In some cases, a compromise

is reached. Maybe you undertake to license your employer to use the invention during the subsistence of the employment and for a period of years afterwards. But if you wish to protect your position, it is up to you to do so—in your own contract of service.

Naturally, this is not necessary in connection with inventions that come outside your employer's business. If, for instance, you design a new bicycle, a gadget for a car, a revised form of stamp album—or anything else which is outside the realm of the business of your employer—then it is yours. Your employer does not buy you, 24 hours a day, seven days a week. Your free time is still your own.

But just as you are not allowed to compete against your employer during your spare time, so—even in your spare time—you are not allowed to place yourself in such a position that you cannot give your employer the best possible advice, as and when the need arises.

Exactly the same rule applies to spare time working. By all means take spare time employment, if you must—and if your contract of employment allows. But do not do so with any company which is in actual or potential competition with your own.

The day may come when you are asked to give the right advice and to do so would mean a breach of confidence towards your full-time employer. That is the sort of quandary which the law seeks to avoid. And the case of *British Syphon Co Ltd v Homewood* is now the cornerstone of that branch of the law

LETTERS

Dietary aids

We were interested to read the article in last week's issue of your publication (page 49) on the Dietary Aids market. However, we feel that some of the statements made in the article are, at the very least, contentious and some are misleading. One point of great concern to us is the statement that "Uniclife, whose main products are Limmits and Trimmets, think that chemists are responsible for only 10 per cent of the total meal substitute market." That statement is incorrect; it appears likely that some figures have been inverted. As leaders in the replacement market we know the chemists' share of the market is around 90 per cent: not the 10 per cent quoted.

D. E. Reynolds
Marketing Manager,
Uniclife Ltd

BOOKS

Control of Communicable Diseases in Man. Editor Abram S. Benenson. *The American Public Health Association.* In Great Britain from HM Stationery Office. 8 × 5 in. Pp xx + 316. Eleventh Edition. 16s.

This handbook gives a comprehensive outline of communicable diseases. It has been compared to a dictionary — not necessarily interesting reading, but providing the answers to many questions.

The text provides guidance to those who are concerned with the problems of disease control and has been accepted in substance by the Department of Health and Social Security.

Microbiological Methods. C. H. Collins and Patricia M. Lyne. *Butterworth Group, 88 Kingsway, London, WC2B 6AB.* 8½ × 5½ in. Pp 454. Third Edition. 80s.

An established textbook in the Laboratory Techniques series which has an essentially practical approach.

The introduction outlines the general biology of micro-organisms, their classification and the principles of serology.

Part II describes common procedures and materials employed. It includes sections on sterilisation, cultural and mycological methods, complement fixation and fluorescence microscopy.

The book is concluded by a detailed section on applied microbiology in the medical, public health and food technology fields.

Progress in Drug Research, Vol 14. Editor Ernst Jucker. *Birkhäuser Verlag, PO Box 34, CH-4010 Basel, Switzerland.* 9½ × 6½ in. Pp 586. 148S.fr.

An annual series of survey articles on current research subjects which set out to discuss the chemical, pharmacological and clinical aspects of a topic.

This edition contains five reviews in English and two in German, which have no English summaries.

Drugs from A-Z: A Dictionary. Richard R. Lingeman. *Allen Lane The Penguin Press.* 8½ × 5½. Pp 263. 50s.

Described as a "straightforward reference book addressed to the layman and written in direct and sober language," the book lists natural and pharmaceutically produced drugs and describes their properties and effects.

Slang and "cant" terms are given, and an attempt is made to relate the terminology to the user's attitude towards a drug and to the "mystique" of drug-taking.

New Horizons for Chemistry and Industry in the 1990s. *SCI Publications, Chemical Society Publications Sales Office, Blackhorse Road, Letchworth, Herts.* 8 × 6½ in. Pp 195. 80s. (soft covers, 40s).

A report of a Society of Chemical Industry Symposium held at Lancaster University, July 7-11, 1969.

When a nose comes running into your shop



Recommend the old fashioned hot lemon treatment in its newest and most effective form. Effer-LEM tablets.

All your cold suffering customer has to do is pop one into a glass of hot water.

It dissolves rapidly into a relieving hot lemon drink which contains three therapeutically active ingredients.

You can recommend these tablets for colds, influenza, headaches and similar conditions.

Effer-LEM is yet another product in the Cox's Chemist Own Brand scheme.

The scheme that puts your name, address and brand mark on the pack.

For further information on Effer-LEM and the C.O.B. scheme contact:

Arthur H. Cox & Co. Ltd.,
Brighton, BN2 3QJ.

Tel: Brighton 63084 (5 lines).
STD Dialling Code 0273.

Effer-LEM

FROM COX OF BRIGHTON



**Here's the lemon that started it all
and its success goes on and on.**

Today, Lem-Sip is outselling its
nearest competitor by almost three to one.
It is the brand leader by far.

So, for the greatest sales,
display real-lemon Lem-Sip...
the pharmacist's first hot lemon drink
for colds.



Revolutions in the over-the-counter medicines market are rare. The public may try a new "gimmick," but there is usually a rapid return to well-tried favourites with the twin advantages of faith and confidence developed over many years—generations even.

But when advertising men are offered an effective medicine backed by a traditional idea — as is the case with the "hot lemon" cold remedies — they know how to capitalise on the formula. And this time they have changed the face of the market. Brand leaders have been forced to safeguard their shares with an unprecedented flood of "me-too's" — and even the smaller manufacturer has claimed a worthwhile slice of the cake.

This winter will test the relative market strengths of the "lemon" cold remedies: products such as Lem-Sip have probably made the grade and already established their position, but will the newcomers make enough impact to become viable lines for the big-name manufacturers? It is a battle that will be fought out across the chemist's counter—and in many cases from the supermarket shelf — and each of the producers will be competing hard for that extra bit of display space to back up the television advertising.

So far things have been quiet—attributed by one advertising manager to "un-sneezonable" weather! But a white Christmas signalled the "off" in the race for sales. So great is the promotional support that supermarkets are bound to be alive to the challenge — in spite of resale price maintenance. Yet it is a market the chemist cannot afford to lose—on professional or economic grounds.

The market

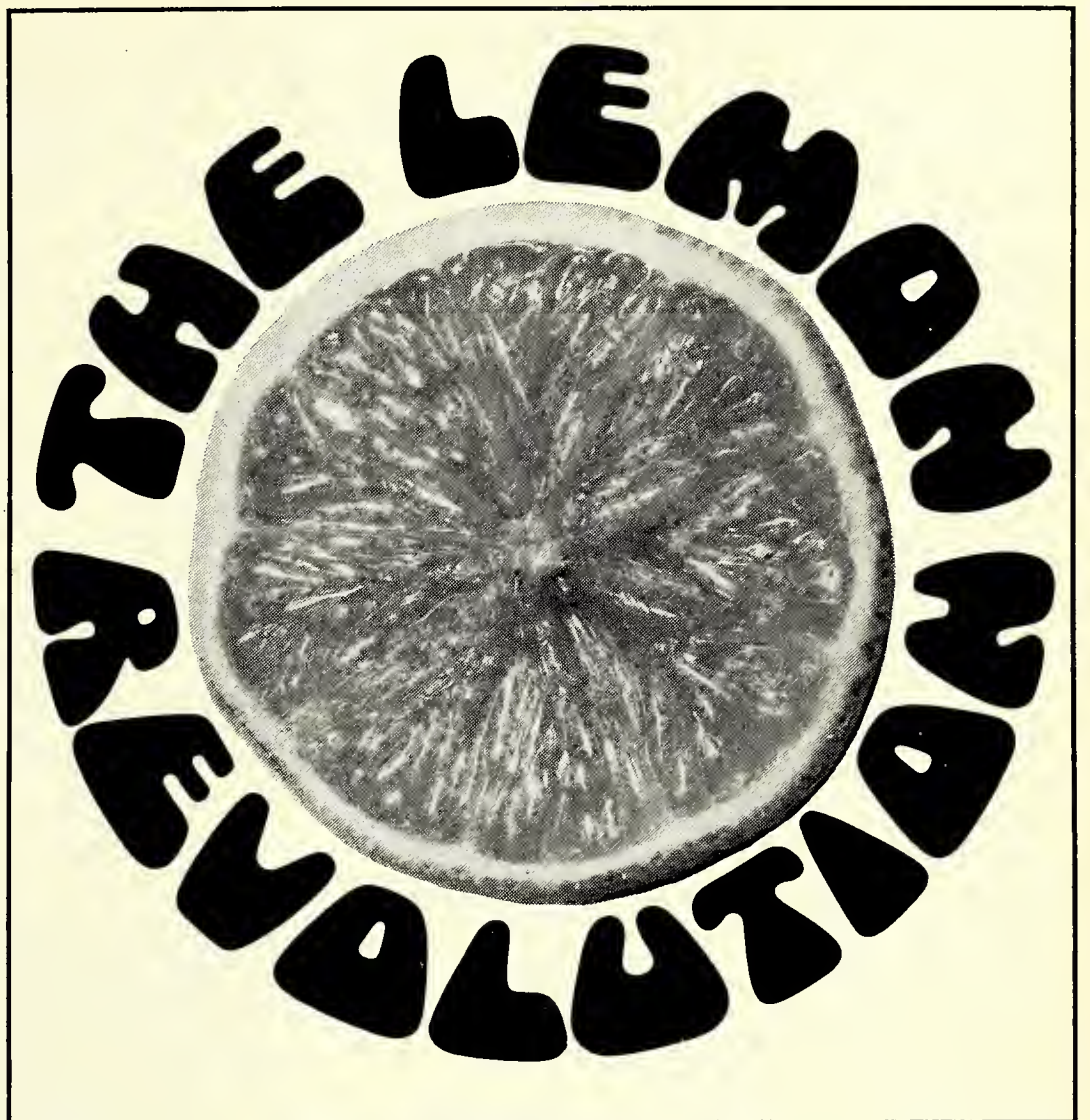
The specific market for cough and cold remedies is difficult to assess — no one knows when a bottle of aspirin tablets is bought for a headache and when for a cold! But estimates put the total value at between £6 million and £9 million, according to whether specific decongestants (such as Mucron or Procol), and a proportion of analgesics purchases, are included.

Advertising expenditure on the "with lemon" preparations suggests that the promoters expect them to capture at least a fifth of this market — which is itself expanding, possibly by as much as 15 per cent per annum.

There is some doubt as to whether the breakthrough that lemon preparations have made is at the expense of products dependent upon cold relief properties for their sales. Beechams powders have been undisputed leaders here, with the advertising accent often stressing the prompt relief of cold and influenza symptoms. Yet sales in the 1969-70 'flu epidemic were an all-time record, which suggests that the "analgesics" were hardest hit.

Reckitts are nevertheless delighted with the success of Lem-Sip in upsetting the established balance. They claim to have passed the sales figures of Beechams' tablet-form preparation, and to be well on the way to the equivalent of half the powders business.

Beechams' defence is attack—with the Plus Hot Lemon version of their Beechams



powders, based on experience already won with Mac-Lemon. In a preparation that stresses "traditional" treatment they have a big advantage in retaining their established name — though Lem-Sip has proved that the "idea" can be just as important a feature.

Aspro-Nicholas have also felt the need to safeguard the colds side of their business. The standard Aspro Soluble tablet was given a lemon flavour a year ago, but only recently this aspect has been stressed in advertising. However, they are answering the challenge more directly with Lixia; again a new name, but with "from the makers of Aspro" featuring prominently on-pack and in the national advertising.

Phillips Laboratories have introduced the only other nationally-advertised brand — Hot Lemon Coldrex, designed as a bedtime "companion" to the daytime use of Coldrex tablets. Here, too, "the name is the same" and this month sees the launch of a combination pack of a Coldrex 3-day complete cold and 'flu treatment. This consists of a folding card in three sections, one for each day of the usual duration of a cold, and containing 3 sachets of Hot Lemon Coldrex and 18 Coldrex tablets. It is sold as the "day and night" treatment.

These five products — Lem-Sip, Mac-Lemon, Beechams Powders plus Hot Lemon, Lixia, and Hot Lemon Coldrex—are the chief contenders for this winter's honours. But some predictions for sales through chemists could be upset by the appearance of a Boots own-brand, a sure

indication of the success of the lemon revolution!

Getting the feel of the market this winter are International Chemical Co and Miles Laboratories. Both rely on established names. The ICC product, Anadin Cold Treatment, has been on test in the Lancashire television area since September, while Miles Laboratories are trying out, in Harlech and Westward, Alka-Cold—an exception in that it is an effervescent tablet with stress on decongestant action.

Added to these advertised brands are Lemkem and Effer-Lem, both chemist only preparations. Wigglesworth were quick off the mark with Lemkem and took up some of the available market when Lem-Sip and Mac-Lemon failed to meet the demand in last winter's severe influenza epidemic.

Effer-Lem is the other lemon preparation in the form of an effervescent tablet. Arthur H. Cox make it in several pack versions—including own-name.

Market expansion in terms of cash volume seems inevitable — the customer saves at the greengrocers and pays for the lemon at the chemist's, so increasing the value of each purchase at the pharmacy. At present, two-thirds of the cold and influenza sales volume goes over the chemist's counter. One estimate puts last year's sales of Lem-Sip and Mac-Lemon through chemists alone at £1 million—which would be a sizeable slice. Chemists will therefore have to fight hard to hold their share this winter, because all the advertised brands, with the exception of Mac-Lemon, are available to non-pharmaceutical outlets.

The Big 3 for Colds and Flu



BIGGEST sellers! Beecham's Powders, in Powder and tablet form, far outsell any other cold and flu remedy. Newcomer, Beecham's Powders plus Hot Lemon, is certain to be a winner too.

BIGGEST-EVER advertising! TV, press, magazines. More frequent transmissions, bigger spaces, colour advertisements . . . it all adds up to unprecedented demand.

Order BIG! Stock and display the Big 3 for colds and flu. Beecham's Powders in Powder, tablet and new Hot Lemon form.

Beecham's Powders

The lemon story

Who started the lemon revolution? Opinions differ somewhat according to when each company entered the market, but at least part of the stimulus came from the United States where a lemon cold treatment, Citrisun, was introduced about four years ago. This showed the potential for success, but never hit the real peaks, probably because Americans had less tradition for the use of lemon as a cold remedy.

Two products appeared on the British market in the winter of 1968-69, Lem-Sip and Mac-Lemon. Lem-Sip carried out their test over the whole of the Southern television area while Mac-Lemon was confined to a town test in Southampton. Both products had a good reception and Reckitts and Beechams respectively decided to go national for the 1969-70 season.

With Mac-Lemon restricted to chemists, Lem-Sip took the lead and, Reckitts claim, became "universally" known in only two months — something that usually takes two or three years to achieve.

In January 1970, Beechams launched Beechams Powders plus Hot Lemon in the London, Southern and Anglia television areas, just in time to cash in on the big influenza epidemic that swept the country. Neither Beechams nor Reckitts were able to meet the demand, despite round-the-clock working, and Wigglesworth's new Lemkem achieved a useful measure of distribution as a result. Sales figures were thus useless as a measure of marketing success—it was simply a matter of the one that made most, sold most!

The ground prepared, tested and proved fertile over two winters, other manufacturers have entered the field with advertising support that shows they are not prepared to take a back seat to their predecessors. First product to be announced, still in mid-summer, was Phillips Laboratories Hot Lemon Coldrex. And in October, Aspro-Nicholas showed they meant business by adding the tradition of honey to the tradition of lemon in the formula of Lixia — with the selling tag of "granny's remedy."

Testing of Anadin Cold Treatment began in Lancashire in mid-September, while Alka-Cold has gone into the Harlech and Westward areas. Boots introduced their Cold Relief in October, with Cox's Effer-Lem completing the picture in the same month.

Selling the lemon

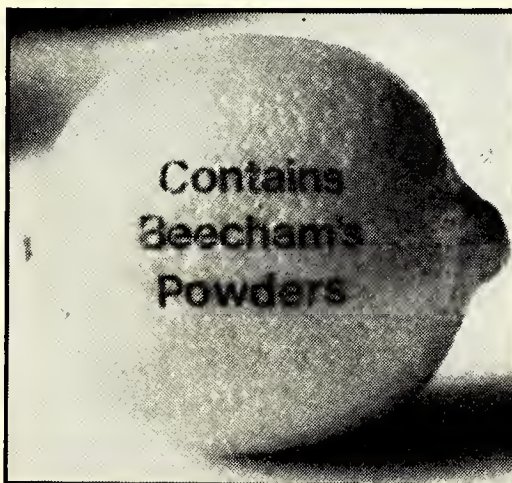
The public did not need to be "sold" the idea of lemons as an ingredient of cold treatments — just reminded of a tradition.

As long ago as the 1920's, Aspro was being advertised with the slogan "Go to bed with an Aspro tablet and a glass of hot lemon juice." Now, both ingredients can be had in one packet and the advertising copywriter has simply to get that development over to the consumer, coupled with the desirability of the effects of the combination and its safety in use.

Undoubtedly the lemon preparations have caught on because the public has been willing to accept this message. The advent of the specific cold and influenza remedies in the early 1960's, particularly



Appropriately for a chemist-only product, the Mac-Lemon campaign makes use of a medicine-cabinet situation in the 30-second television commercial



Getting the ingredients message across in the Beechams Powders "spot"



A "still" from the Lixia commercial shows "granny" in her kitchen



the decongestants, was accompanied by advertising copy that suggested that, taken in time, a cold might be rendered less incapacitating, if not prevented. To some extent this changed the commonly held belief that the best place to take a cold was bed!

But the wheel has come full circle, and some of the lemon preparations are associated very much with bedtime use. To Aspro-Nicholas, the target is the person who has already given in to the cold, who has decided to go to bed, and who needs to be "comforted." There is a demand for safe medicines, hot drinks and something to disguise the nasty taste in the mouth. The "hot lemon" product caters for all these points, and much of the latest advertising stresses the long and safe history of this cold treatment formula.

Last winter's Lem-Sip television commercial was highly effective, showing the medicinal ingredients added to a cut lemon; the lemon was then squeezed to produce Lem-Sip. This year the same idea will be used, sharpened and quickened by reduction from a 45- to a 30-second spot which will be shown regularly on all stations.

Beechams Powders plus Hot Lemon also take the "lemon" line, showing a heap from which one is selected—stamped "Contains Beechams Powders." The commercial suggests that this one is the ideal cold remedy.

Beechams' chemist-only Mac-Lemon lays stress on ingredients in its commercials — though a lemon being squeezed forms a background. The theme suggests

The honey among the lemons.



Last autumn there was a near epidemic of hot-lemon-drinks-for-colds.

So the makers of Aspro made something different.

Careful pre-testing showed us that when it comes to colds, people want good old-fashioned comfort.


Like Lixia.

A hot drink for colds which tastes of honey as well as lemon. We made it just like Granny used to make it. Added Vitamin C. And then an antipyretic, a decongestant and an expectorant.

And to help you sell Lixia, we put Granny herself in our 30 second television commercial.

Stock Lixia now. Because if your customers don't go for the lemon, they'll go for the honey.

LIXIA: HOT COMFORT FOR COLDS AND FLU

A NICHOLAS  PRODUCT

that a busy mother cannot afford to let a cold get the better of her: the answer is Mac-Lemon.

For Lixia, the accent is on "Granny." The spot opens in her kitchen, complete with potted plants and kettle on the hob, where she is shown squeezing a lemon and adding honey to make a hot drink for a little girl's cold. This is contrasted with a young modern woman preparing Lixia . . . "something even better."

The Anadin Cold Treatment commercial, in the Lancashire area only, also features "grandmother"—as does the Press advertising — but the story line is that you make this hot lemon treatment with "old fashioned hot water;" the new part is "what's in the powder."

Boots have a shorter commercial—seven seconds—with accent on the fact that "Boots have their own." The Phillips Laboratories' 30-second spot stresses the importance of taking both Hot Lemon Coldrex and Coldrex tablets for maximum relief. A back-up campaign on the value of this combination is appearing in women's magazines.

For chemists only

As we have said, fierce competition can be expected from non-pharmaceutical outlets in this market, so pharmacists will pay special attention to the products only they can sell.

Among the nationally-advertised products, Beechams are restricting Mac-Lemon to pharmacists because of the phenylephrine content — and they include a warning on the pack about taking the product while under medical treatment for

depressive states with a monoamine-oxidase inhibitor.

Wigglesworth's Lemkem offers six doses per pack (against five with most other brands) and is available in display outers carrying a bonus of 14 to the dozen. A retailer competition was run in the months before Christmas.

Cox's Effer-Lem provides an opportunity to get into the market with "own-name." There are eight different carton designs, on one of which a chemist may display a chosen brand mark designed by the company's art department free of charge, together with his name and address. The effervescent tablet formulation is an alternative to the powders available.

As Cox point out, Effer-Lem can be recommended by the pharmacist not only for colds and influenza, but for reliev-

ing headaches and similar conditions. However well own-brands are sold, there will inevitably be great demand for the advertised products. Leading manufacturers recognise that the vital link in the chain is the pharmacist—and they tell the sales force: We must help him retain his very large share of this valuable business.

A twist of lemon

It might be thought that a market such as that described was "saturated" with products. Not so! Just last week, Aspro-Nicholas introduced a new twist—a black-currant version of Lixia. This popular flavour, long associated with colds and the provision of vitamin C, could make quite an impact. We are not yet done with revolution!



Own name and symbol can be printed on Effer-Lem packs—design is free



How the brands compare: a table of the ten products' compositions and flavourings

	Analgesic/antipyretic	Vitamin C	Other ingredients	Lemon description
National brands Beechams powders + Hot Lemon	Aspirin 8·63% Salicylamide 0·8%	0·16%	Caffeine 0·3%; Cinnamon oil 0·013%; Cinnamon leaf oil 0·051%	Pure lemon juice
Hot Lemon Coldrex	Paracetamol 1g (in each 5g)	60mg	Phenylephrine HCl 10mg	lemon flavour
Effer-Lem	Paracetamol 600mg	20mg	Ephedrine HCl 10mg	lemon flavour
Lemkem	Acetaminophen 650mg	100mg	Phenylephrine HCl 5mg; Sodium citrate 500mg	whole dried lemon
Lem-Sip	Acetaminophen 650mg	10mg	Phenylephrine HCl 5mg; Sodium citrate 500mg	whole lemon
Lixia	Aspirin 650mg	60mg	Phenylephrine HCl 10mg; Sodium citrate 300mg	dried lemon juice
Mac-Lemon	Aspirin 12·27%	0·15%	Caffeine 0·77%; Phenylephrine HCl 0·31%; Cinnamon oil 0·008%; Cinnamon leaf oil 0·032%; Menthol 0·04%	real lemon
Brands on test Alka-Cold	Aspirin 648mg (in two-tablet dose)	content unstated	Phenylephrine 8·2mg	lemon flavour
Anadin Cold Treatment	Paracetamol 650mg	100mg	Phenylephrine HCl 10mg	lemon flavour
Boots Cold Relief	Paracetamol 650mg	50mg	Sodium citrate 500mg	lemon flavour

The answer's a lemon.



This lemon!

Everyone's turning out lemon-based cold remedies like there was no tomorrow.

Naturally, cold and flu sufferers are confused. Is one any better than the other?

The answer's New Hot Lemon Coldrex... for all kinds of powerful – and profitable – reasons.

New Hot Lemon Coldrex is the only lemon cold remedy containing a full prescription dose of paracetamol. Only New Hot Lemon Coldrex contains the full dosage that doctors prescribe.

New Hot Lemon Coldrex is the only one that sells for 2/6. That makes it the best bargain on the cold remedy counter.

New Hot Lemon Coldrex is the one they've seen on TV and in weekly Women's Magazines – nationally. Powerful advertising telling a powerful story. They'll be asking for Hot Lemon Coldrex by name.

New Hot Lemon Coldrex is made by the 'Milk of Magnesia' People. So they know it's a product they can trust.

New Hot Lemon Coldrex



**Guardians of Family Health.
The 'Milk of Magnesia' People.**

'Milk of Magnesia'
and other brand names are registered trade marks.

**Nearly
100 million
parcels
a year
rely
on the
Green Van.
So can
yours.**

B.R.S. PARCELS carry packages and parcels large and small from anywhere to anywhere in Britain. With reliability, safety and speed. For any size of company, all sorts of industries. Like yours for instance.

A National Parcels Service.
Collection and delivery,
warehousing and
redistribution.



*We're as near as your
telephone directory.*

BRS PARCELS LTD

Ring your local branch. We'll deliver the goods.

PROFESSIONAL NEWS

Pharmaceutical Society
of Great Britain

Council divided over future of pre-registration year

The Council of the Pharmaceutical Society has rejected a recommendation of its Education Committee that pre-registration experience should be obtained only by working in a hospital or general practice pharmacy.

Last week's meeting referred the proposal back by 11 votes to 10, after Professor A. H. Beckett had strongly attacked the decision taken by the committee of which he is chairman—starting off one of the longest Council debates in open forum for many years.

The recommendations were the outcome of the committee's consideration of the Report of the Working Party on Post-graduate Practical Training. The Committee proposed that:

"(i) the 52-week period of pre-registration experience be undertaken only in hospital and/or general practice pharmaceutical establishments;

"(ii) subject to Council's acceptance of (i), a document be prepared based on the Committee's decisions on all of the working party's recommendations."

One of the working party's recommendations had been that "a minimum of 20 weeks should be spent by all graduates in either hospital or general practice pharmacy during the period of pre-registration experience," and that if the full 52 weeks are not spent in hospital or general practice pharmacy "a period of up to 32 weeks' employment in a pharmaceutical industrial establishment or a school of pharmacy should be an acceptable part of the period of pre-registration experience." The working party had recommended that any arrangement that complied with the criteria of these recommendations should be acceptable as pre-registration experience. However, the Education Committee had felt that those recommendations were not acceptable.

Objectives of training

Professor Beckett reiterated the objection was that students could have post-graduate experience in a hospital, retail or industrial pharmacy, or in a school of pharmacy. But it was felt by many, especially those who had gone through post-graduate experience recently, that Council had not ensured that the experience was as meaningful as it should be.

Professor Beckett reiterated the objectives of postgraduate training: "The current first degrees in pharmacy include academic training and examination in many aspects of pharmaceutical practice which were formerly the province of the pre-graduate apprenticeship. Because of this and the changes that have occurred in pharmacy and medicines, it is no longer necessary to regard the fulfilment of a particular set scheme of training as the prime objective of the post-graduation and pre-registration year.

Hospital-retail only provision referred back

"Instead, post-graduation experience as a requirement for registration as a pharmacist should now be orientated primarily towards the development of mature and responsible attitudes in the implementation of professional skills and knowledge.

"Good training must not be confined merely to providing experience of the manipulative skills necessary for day-to-day practice, but rather should emphasise the development of that sense of duty and responsibility to the general public and to allied professions that is essential to safeguard the status of the pharmacist as the custodian of public safety so far as the manufacture, sales and supply of medicines are concerned."

Linked with what was the further point in the report of the working party: "It is also our opinion that there are sound and justifiable reasons for permitting those graduates who wish to do so to undertake a major part of their pre-registration experience in a pharmaceutical industrial establishment, a school of pharmacy, or any other comparable place of employment specially recognised for the purpose, *provided* that a minimum part of the pre-registration period is also spent in either a hospital pharmaceutical department or in general practice."

Professor Beckett asked Council to consider the consequences of that line of argument. The present position gave a great deal of flexibility to entry into the profession, but perhaps lacked some of the control essential to make it meaningful.

The working party found difficulty on two further points: First, that no matter what the content of a 52-week period of pre-registration experience might be, there should be a further period, after registration, during which a registered pharmacist should not be permitted to be in sole control of a registered pharmacy or hospital pharmaceutical department.

Second, it was a matter of concern that, under present arrangements, a registered pharmacist might transfer to a field of pharmaceutical practice in which he had no previous experience and would be legally able to accept full responsibility in any position in that field without condition.

In such cases a period of experience in the new sphere of employment should be

obligatory before the pharmacist was permitted to be in sole charge of the establishment.

To ensure flexibility and some measure of control, and yet ensure that pharmacy should be looked upon as a whole and not just be a register of pharmacists in one or two particular branches, there were a number of alternatives as an approach to pre-registration experience:

□ a 52-week period in a registered pharmacy

□ A 52-week period in a hospital pharmaceutical department or similar institution.

□ A 52-week period comprising up to 32 consecutive weeks in (a) a registered pharmacy or (b) a hospital pharmaceutical department or similar institution, or (c) in the pharmaceutical industry or a school of pharmacy.

Before putting the recommendation of the Education Committee, Professor Beckett said he wished to bring to the attention of Council the dangers, as he saw them, in accepting the recommendation. What, he asked, was the register for? Was it solely for hospital and retail pharmacists, or was pharmacy to be looked upon as an organic whole?

Professor Beckett feared that the majority of those going into industry would choose not to spend a year in hospital or retail and would never get on to the register. Pharmacists held responsible positions in schools of pharmacy, but if those involved in research had to go out for a year along the only route to the register, within twenty years schools of pharmacy would be completely manned by non-pharmacists, which would have very serious repercussions on pharmacy. Eventually the register would comprise retail and hospital pharmacists, and it would drive in a wedge to the detriment of all.

Future depends on teaching

Mr E. A. Brocklehurst moved that the recommendation be referred back to the Committee. The future of pharmacy depended on teaching, he said. Mr A. G. M. Madge seconded.

Mr K. A. Lees suggested that recommendations from the Education Committee might be looked at with just a little more care than those of other standing committees, because the Education Committee included a number of non-Council members.

Miss M. A. Burr supported the reference back and suggested that the working party should look at the recommendations. Mr J. C. Bloomfield was also in favour.

Mr J. A. Myers pointed out that among the bodies which commented on the preliminary report were the Association of the British Pharmaceutical Industry, the British Pharmaceutical Students' Association, the Company Chemists' Association,

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Pre-registration year debate

Ltd, the Co-operative Union Ltd, the Guild of Public Pharmacists, the NPU Group, the Scottish Department of the the Pharmaceutical Society, and a number of schools of pharmacy. Those bodies had been consulted and had not opposed the recommendations.

Dr P. Turner, a Privy Council nominee, said that the vote in the Education Committee showed a large majority in favour of the 52-week period. If the recommendation were referred back without further help from the Council, there would be a similar recommendation. It was a matter for Council to decide, and if registration in pharmacy meant the same as registration in medicine, then it was in fact a safeguard to the public. He suggested that for a young graduate a year was not a long time to spend in a hospital or retail pharmacy.

The president, Mr W M Darling, suggested that if Council approved the reference back, it was in effect saying that it wished students to be able to do post-graduate registration training in academic institutions and pharmaceutical industry.

Mr J. P. Kerr said he had put in a minority report to the working party. He now found a completely new principle had been enunciated in the recommendation. If it were rejected, it would not be reasonable to accept the other recommendations of the working party. It would be necessary to reject the working party's recommendations *in toto* and return to the *status quo* before tackling the problem anew.

The president said it was not possible to reject the report and the other recommendations of the working party because they were not before the Council.

Mr J. E. Balmford pointed out that there were four academics present at the meeting of the Education Committee apart from its chairman. The majority of those academics were in favour of a restricted period of pre-registration training either in general practice or in hospital pharmacy. They did not share the view of Professor Beckett that it would eliminate the people who were in future going into teaching or industry from the register. Their numbers were in any case small when compared with the number of pharmacists coming onto the register.

Duty to the public

The duty of the Society in maintaining the register was to protect the public, and in Mr Balmford's view that was best done by insisting that the experience necessary to come on to the register was obtained where graduates had contact with the public. He supported the Committee's recommendation.

Mr H. Steinman said that to adopt the recommendation would be to reverse a policy adopted some time ago.

The secretary and registrar (Mr D. F. Lewis) pointed out that for 30 years Council had agreed to recognise pre-registration practical training in places other than general practice and hospital pharmaceutical departments. The policy was widened some 10 years ago.

During the summer and autumn of 1970,

60 students had begun pre-registration practical training in industry, and eight in schools of pharmacy. If they were denied registration it would be a serious matter.

Mr R. C. B. Jones felt sure that the Education Committee had come down on the side that registration was for the protection of the public rather than viewing pharmacy as a whole.

Mr J. P. Bannerman proposed to vote in favour of the recommendation unless someone could offer him guarantees that the hopes expressed by Professor Beckett for the future were attainable.

Mrs E. J. M. Leigh suggested that to recognise a system of getting on the register which was suitable for a small minority, and to make very broad regulations to fit that minority, was tackling the problem the wrong way round.

As stated, the motion referring the recommendation back was carried by 11 votes to 10.

Regulations on NHS courses expected soon

Amended regulations to allow for the provision of postgraduate courses for pharmacists under the Health and Welfare (Provision of instruction) Regulations were expected to be laid before Parliament soon after it is reassembled, it was reported to Council. Preparations in the four regions concerned with the prototype courses were going ahead.

Dr W. R. Buckett should be designated a fellow of the Society under the Byelaws section III (3), it was recommended. The assessors of the application considered that Dr Buckett had attained exceptional proficiency in pharmacology.

The assessment of dispensing by students in schools of pharmacy by means of a short series of tests taken under environmental examination conditions, with an external examiner present at one examination and associated with the overall assessment, had been agreed by heads of schools of pharmacy to be an improvement over the previous method.

However, it was not thought necessary for the external examiner to attend one examination every year. Council accepted a recommendation that although the external examiner should have the right to attend any of the practical tests, actual attendance once every three years would be sufficient.

A report on the Society's careers material had been prepared by a working party; its recommendations are accepted in principle by the Education Committee.

After discussing developments on the Noel Hall report, the hospital practice subcommittee had recommended that the president should be asked to write to Sir Keith Joseph welcoming the statement he had made in the House of Commons on November 10, but pointing out that the successful implementation of the recom-

mendations depended upon the adoption of a realistic salary scale for hospital pharmacists.

A working group should be set up to prepare a draft statement of guidance on the responsibility of the hospital pharmacist in formulation and dispensing, it was recommended. The working group would consist of Professor Beckett, Dr W. R. L. Brown and Mr G. Calder. It was pointed out that much of the advice given in any such statement would be relevant also to general practice pharmacy.

'Substitution' in hospitals

Developments since the "24 Hours" programme on substitution and the article in the *Sunday Times* were discussed. The subcommittee had agreed that when hospital pharmacists met a prescription for a branded product by supplying a generic "equivalent" they should not write the brand name on the label of the container, but the generic name.

It was suggested that it would be helpful if a uniform coding system existed for all tablets and capsules. Thus, every manufacturer marketing a particular tablet would use the same code on that tablet.

The secretary and registrar reported that the Association of the British Pharmaceutical Industry had not agreed to the publication of correspondence between the Society and the ABPI in which the Society had expressed concern at the part played by the industry in both the television programme and the publication of the magazine article.

The agricultural and veterinary practice subcommittee recommended that a weekend course should be arranged at the University of Aston in Birmingham, for the weekend of September 25-27. There would be four main sessions, dealing with financial problems, stock control, credit control and merchandising.

Concern had been expressed about proposals by the Ministry of Agriculture, Fisheries and Food, following the Swann Committee Report, which members of the subcommittee considered would give no control over the supply of restricted antibiotics in animal feeds. The view was taken that if the Ministry's proposals were implemented the control position would be less satisfactory in future than it had been before the report had been published. It was decided to seek a further meeting with the Ministry.

The distribution of veterinary products was considered further. In particular, reference was made to differences on matters of principle between the Society and manufacturers.

Cost related levy

No proposals on the cost-related levy scheme for prescription charges had yet been received from the Department of Health. However, the Minister had told the Society that both it and the Central NHS Committee would be consulted on any proposed scheme. The Practice Committee decided that it should be made clear to the Department that the Society would expect to be consulted on any other aspect of changes to the NHS which would affect the pharmaceutical services.

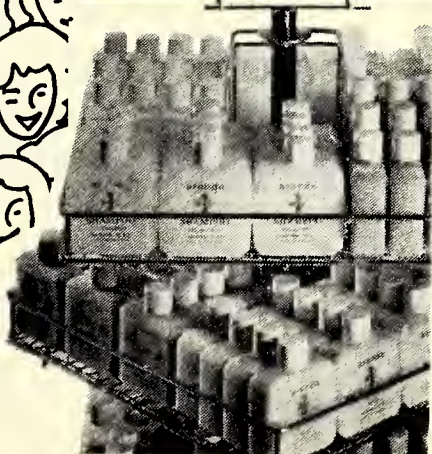
Continued on p 106

Cash in on the biggest Aronde campaign ever!

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15,500,000
WOMEN!

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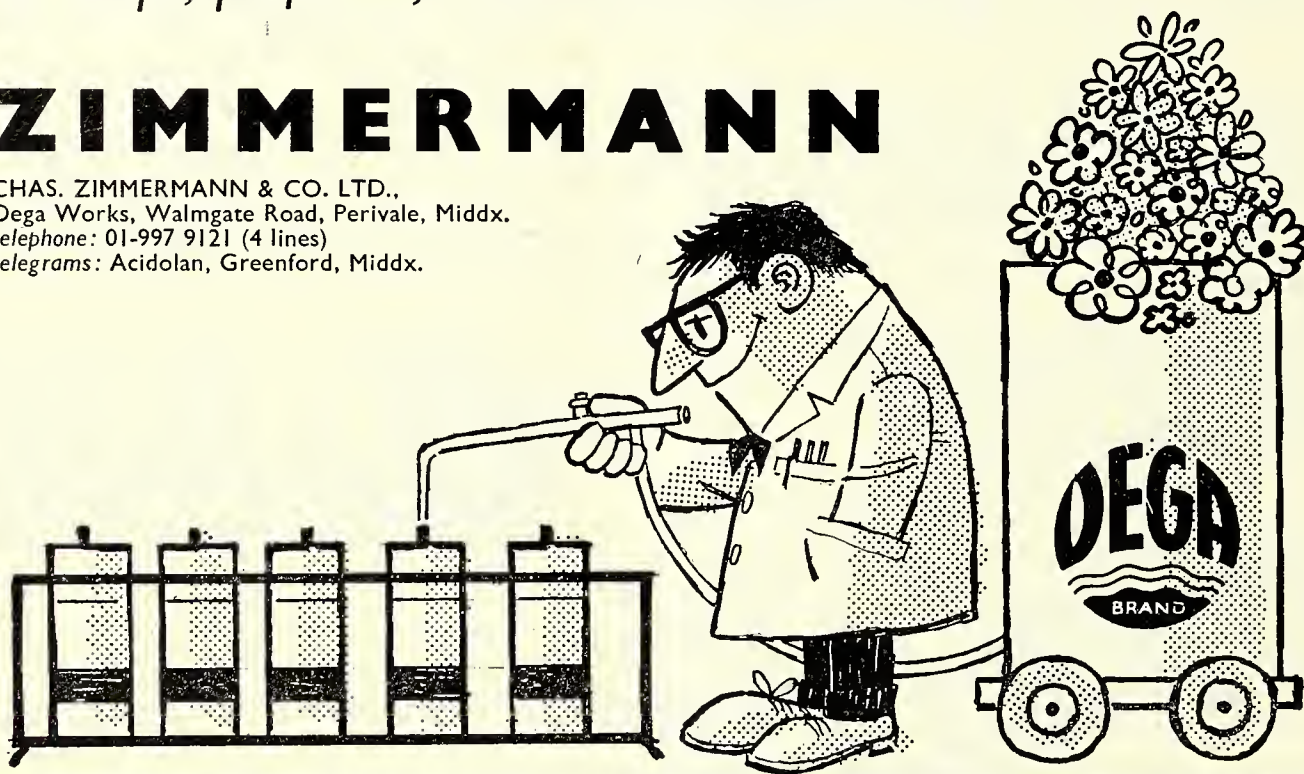
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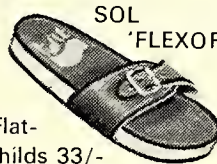
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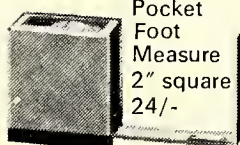
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Continued from page 102

The Secretary of State would also be informed that the Society could not accept his arguments against exemption from prescription charges for women between the ages of 60 and 64 and children receiving full time education in schools.

Details of health centres being built, approved for building, and being actively planned in England and Wales had been received from the Department of Health, the president reported to the Committee on a Planned Pharmaceutical Service.

The Committee recommended that the importance of keeping Executive Councils informed whenever a health centre was planned should be emphasised. Executive Councils, in turn, should inform the professional committees about any such plans envisaged.

The Executive Council's Association (England) had, at its annual meeting, passed a resolution asking for the introduction of legislation whereby future contracts for the provision of pharmaceutical services would be considered by Executive Councils in consultation with local Pharmaceutical Committees before admission to the list of contractors was approved. Subsequently, the Association's management committee had considered the Committee's report on pharmaceutical services in areas of low population density and had been favourably impressed.

The Association had accordingly written to the Department of Health asking for the acceptance of those recommendations.

Dosage on S4A prescriptions

After considering whether the inclusion of the doses on prescriptions for Schedule 4A medicines should be a legal requirement, the Law Committee recommended that the Society should press for the removal of the requirement that prescriptions for Schedule 4A drugs should bear a dose, and that no requirement as to dose should be sought in regulations under the Medicines Act 1968. However, the Committee added that, if possible, agreement should be reached immediately with the British Medical Association on the need for prescribing doctors to state the dose on the prescription.

Forty-two motions would be discussed at a meeting on January 13 of representatives of those branches which had submitted motions for the branch representatives meeting on May 20.

Professor E. J. Shellard had accepted Council's invitation to represent the Society on the Board of Management of Chelsea physio garden, it was reported. He would take the place of Mr Bloomfield who had resigned because the Board's meetings clashed with those of Council.

A meeting of the Commonwealth Pharmaceutical Association was to be held in London in June, it was reported.

A letter had been received from the president of the Pharmaceutical Society of Pakistan expressing gratitude to the Society for its donation to the Pakistan disaster fund. The Society was arranging to co-ordinate with the Government the utilisation of the money for the relief of pharmacists whose livelihood was affected by the cyclone.

Professional 'supervision' in mammoth pharmacies

The Statutory Committee of the Pharmaceutical Society of Great Britain has decided to take no action against a company convicted of selling poisons, not under the supervision of a pharmacist, in a branch having three trading floors.

Boots the Chemists Ltd, Nottingham, had been fined by Derby magistrates after tablets were sold to a Society inspector. The branch manager, Mr M. G. Cox, was the only pharmacist on duty at the time, and he was in another part of the store.

The Statutory Committee meeting in London last week, was told that one of the Society's inspectors, on a routine visit to the branch, noted that there was no pharmacist present on the drug counter. He made two test purchases of Part I poisons and after 5-6 minutes asked to see a pharmacist. He did not see Mr Cox until 20 minutes after the purchases were made.

Three selling floors

Mr Cox explained in evidence that the branch had three selling floors and usually had a complement of two full-time and one part-time pharmacist. The second full-time pharmacist had, however, been called away to relieve at another branch and no replacement was forthcoming despite a protest from Mr Cox.

At the time the inspector visited, Mr Cox had been called away to another floor to attend to a "difficult" customer. He had "slipped up" in not telling the drug staff that he was leaving the counter.

Mr J. T. M. Ross, superintendent pharmacist of the company, disagreed with the decision not to send a replacement pharmacist to the branch. An instruction had now been issued that the branch should never be left with only one pharmacist.

Sir Gordon Willmer, chairman of the Committee, said the only point against Mr Cox was that he did not say anything to his staff about leaving the counter; he had nothing to answer.

"It is not for this Committee to dictate how large an establishment ought to be, but we would say with force that if a company seeks to open mammoth branches it is vitally important to ensure that the drug counter and dispensary are adequately covered by a qualified pharmacist at all times of the day—a real 100 per cent cover that may mean the employment of someone other than the pharmacist manager who is liable to be called away to other parts of the premises."

In another case a pharmacist, fined for forging prescriptions was warned that unless he kept out of trouble for 12 months, he could "expect no mercy."

The Committee was told that the pharmacist had altered prescriptions to be sent to the Pricing Bureau to benefit his company. He had not stood to gain anything.

A pharmacist who had been fined after pleading guilty to two offences under the Pharmacy and Poisons Act, was acquitted of professional misconduct. The court hearing arose after a policeman had seen him hand Dexedrine tablets to a customer without a prescription being offered. The Com-

mittee was told that the tablets were for a regular customer and it was often the case that the doctor's prescription for the tablets would arrive at the chemists well beforehand. A prescription was produced for the tablets dated three days prior to when they were handed over, but it had not been produced at the court.

Sir Gordon said the prescription could have accounted for the tablets dispensed three days later, in which case it appeared the pharmacist had wrongly pleaded guilty and was wrongly convicted. There was a good deal of suspicion in the case but there was also too much doubt to justify a finding of misconduct.

A pharmacist who had for 21 years been the secretary, and twice chairman of his local branch of the Society, was warned to be of "impeccable good behaviour" for the next 12 months. He appeared following the imposition of a fine for offences under the Pharmacy and Poisons Act.

The Committee was told that an unqualified assistant served a customer with tablets and linctus, both of which should have been sold only under the supervision of a pharmacist, while the pharmacist was on holiday.

Sir Gordon said the pharmacist had risked his future. He might also have risked the health of various patients..

In another case, the Committee admonished a pharmacist who had been fined £25 by magistrates for handling stolen baby powder and plasters. Sir Gordon told him: "You have behaved very, very foolishly. You have been in business long enough and have reached an age to know better than to engage in shady transactions of this kind."

Stole slimming tablets

A pharmacist conditionally discharged by magistrates for the theft of slimming tablets was also admonished by the Committee. The Committee heard that he had taken the tablets from a hospital at which he was pharmacist but had made a full and frank confession to the police. He had, subsequently been dismissed.

The Committee also admonished a pharmacist who left unqualified staff in charge of the shop he managed while he was on holiday. The Committee was told that an inspector of the Society had visited the shop shortly after he had left for a week's holiday. The keys of the Dangerous Drugs cupboard had been left in a drawer.

In the case of a pharmacist fined £150 for deception offences involving pet food and bath salts vouchers, the Committee postponed judgment for 12 months. The Committee was told that the pharmacist accepted that he had acted improperly in presenting the vouchers for payment when he had not acquired them from customers who had bought the goods concerned.

MARKET NEWS

Trading quiet but prices firm

London, January 13: Trading in crude drugs remains at a low ebb, consumers continuing to order only on a hand-to-mouth basis.

The reluctance to stockpile even though the prices continue to firm, stems from a general shortage of money and high cost of borrowing coupled with the high warehousing charges. Canadian senega was dearer because of difficulties in getting quotations from origin. Gentian root was up 10s. cwt. but styrax, lemon peel and belladonna were easier. Alexandria hand-picked senna pods have been cleared on the spot and the forward position is uncertain.

Among essential oils petitgrain was dearer for spot and cif, while Brazilian peppermint was dearer for shipment.

New rates for paraffins are given below following the recent increase in petroleum products. Ergometrine has also been sharply increased. Supplies of riboflavine are short and the rates quoted here two weeks ago refer only to those quoted by the manufacturers to their regular customers. As in any situation where there is a scarcity, the "free" market for the vitamin is considerably higher and upwards of £17 kg. is reported to have been paid recently.

As stearine is no longer being exported to the United Kingdom at dumped prices from Belgium or Australia the Department of Trade and Industry has made an Order revoking as from January 12, 1971, the anti-dumping duties on Australian and Belgian stearine which were originally imposed in 1967 and suspended for 12 months from January 31, 1970.

Pharmaceutical chemicals

Benzamine lactate: 500-kg lots, £51 3s (£51.15) kg.
Calamine: BP in 1 metric ton lots 5s (£0.25) kg.
Ergometrine maleate: (Per g) 5g 188s 3d (£9.41); 181s 3d (£9.06).
Ferrous gluconate: (Per metric ton) 25-kg lots £600; 250-1,000 kg £554.
Ferrous phosphate: In kegs 9s 2d (£0.46) kg.
Glycerophosphates: **Calcium** 29s 6d (£1.47½) kg. **Iron** 37s 10d (£1.89); **Magnesium** 39s 11d (£1.99½); **Manganese** 57s 5d (£2.87); **Potassium** 50 per cent 9s 8d (£0.48½); **Sodium** 50 per cent 6s 11d (£0.34½), powder 22s 10d (£1.14).
Homatropine: (500-g) Alkaloid £59 2s (£59.10) kg, hydrobromide £46 15s (£46.75); hydrochloride £55 6s (£55.30); methylbromide £48 13s (£48.65); sulphate £57 5s (£57.25).
Hydrogen peroxide: 35 per cent, £130 per 1000-kg in 50-kg containers.
Hyoscyamine sulphate: £55 10s. (£55.50) per kg.
Hypophosphorous acid: BPC 1959 18s (£0.90) per kg; pure (50 per cent) 22s 2d, (£1.11).
Iodides: (Per kg). **Potassium:** 35s (in 250-kg lots); **Sodium:** 45s 3d (25-kg); **Ammonium:** 70s 10d (25-kg).
Iodine: Crude 29s 9d (£1.49); resublimed 250-kg lots £2,350 per metric ton.
Isoprenaline sulphate: 5-kg £16 10s (£16.50) kg.
Kaolin: BP £62 per 1,000-kg.
Mercurochrome: £7 5s (£7.25) per kg.
Mercury salts: Per kg in 50-kg lots and over; ammoniated powder 129s (£6.45); perchloride 108s (£5.40); subchloride 134s (£6.70); oxides, yellow 151s (£7.55); and red 146s (£7.30).
Mersalyl: Acid £13 15s (£13.75) per kg; Sodium £16 15s (£16.75).

Opiates: (per kg) subject to D.D.A. Regulations.

	1 kg and over	Under 1 kg
Codeine	£	£
alkaloid	128.15	134.55
hydrochloride	111.10	116.65
phosphate	97.65	102.55
sulphate	111.10	116.65
Diamorphine		
alkaloid	147.05	154.45
hydrochloride	134.15	140.85
Ethylmorphine		
alkaloid	147.10	154.45
hydrochloride	126.90	133.25
Morphine		
acetate	116.80	122.65
alkaloid	143.70	150.90
hydrochloride	117.95	123.85
sulphate	117.95	123.85
tartrate	140.30	147.30

Paracetamol: 1,000-kg lots 22s 4d (£1.11½) kg; 10,000 kg 21s 4d (£1.06½) kg.
Paraffins: (In 6-drum lots per long ton) Liquid BP £127 5s (£127.25); light £109 3s (£109.15). Technical white oils; £93 13s (£93.65) to £113 3s (£113.15). Soft; white BP £99 5s (£99.25) and yellow £75. All in non-returnable barrels.
Pentobarbitone: 5-kg lots 95s 3d (£4.76) kg for acid and 101s (£5.05) for sodium.
Pethidine hydrochloride: Subject to D.D.A. regulations 100-g lots are 595s (£29.75) kg.
Phenitone: 25-kg lots 78s 7d (£3.93).
Phenobarbitone: 50-kg lots 72s (£3.60) per kg; sodium 82s (£4.10).
Pholcodine: 1-kg £165 6s (£165.30); 7-kg £156 kg; 60-kg £150.
Phthalylsulphathiazole: 50-kg lots 38s. (£1.90).
Physostigmine: (100-g lots per kg); salicylate £686 14s (£686.70); sulphate £878 14s (£878.70).
Pilocarpine: 1-kg lots hydrochloride £87 10s (£87.50); nitrate £86 5s (£86.25).
Quinalbarbitone: Sodium and acid are 103s (£5.15) per kg for 25-kg lots.
Sulphacetamide: Sodium BP £2 19s 7d kg (£2.98).
Sulphadiazine: (per kg), 25-kg 75s 7d (£3.78); 50-kg 73s (£3.65). Micromilled material 4s 3d per kilo extra.
Sulphadimidine: 250-kg lots 66s 9d (£3.34) kg; sodium 68s 9d (£3.44).
Sulphaguanidine: BPC in 250-kg 22s 7d (£2.13) kg.
Sulphamerazine: In 50-kg lots 62s 6d (£3.12½) per kg.
Sulphamethizole: BP 50-kg £4. per kg.
Sulphanilamide: 50-kg lots 20s 7d (£1.03) kg.
Sulphaquinoxaline: B Vet C in 50-kg lots, acid 81s 6d (£4.07½) kg; sodium 90s (£4.50).
Sulphathiazole: 100-kg 40s 6d (£2.025) per kg; 50-kg 41s 6d (£2.07½).
Theophylline: (50-kg) BP anhydrous hydrate and ethylenediamine (aminophylline) 41s (£2.10) kg.

Crude Drugs

Aconite: *Napellus* 11s 6d (£0.57½), spot; 11s 3d (£0.56), cif.
Agar: (lb) Kobe No. 1 18s 6d (£0.92½), cif; European from 14s (£0.70).
Aloes: (cwt) Cape primes 270s (£13.50); 265s (£13.25), cif. Curacao spot, 770s (£38.50); 740s (£37), cif.
Balsams: (lb) **Canada:** 35s 6d (£1.77½) spot; 35s (£1.75), cif. **Copaiba:** BPC 12s (£0.60); Para soluble 8s (£0.40). **Peru:** 19s 9d (£0.99); 19s 3d (£0.96), cif; for shipment. **Tolu:** BP 14s (£0.70).
Belladonna: Leaves 3s 2d (£0.16) lb spot, 3s (£0.15), cif; herb 2s 1d. (£0.10½) spot, 1s 11d (£0.9½), cif; root 1s 9d (£0.09); spot; 1s 8d (£0.08½) cif.
Benzoin: Spot £38 to £48 per cwt as to quality.
Buchu: round 34s (£1.70) lb spot.
Camphor: BP powder 35s (£1.75) kg spot; 27s (£1.35), cif.
Cardamoms: Alleppy greens No. 1, 22s (£1.10) lb, cif. Tanzanian 28s (£1.40), cif. Prime seeds 32s (£1.60), cif.
Cascara: spot 380s (£19) cwt; 365s (£18.25), cif.
Cassia: *Lignea* whole 420s (£21) per 50-kg, cif.
Cherry bark: spot 3s 5d (£0.17) lb; 3s 4d (£0.16½), cif.
Chillies: (cwt) Zanzibar 370s (£18.50) spot; 315s (£15.75), cif. Mombasa 350s (£17.50) spot.
Cochineal: Tenerife black-brilliant £6 kg spot.
Peruvian silver grey 93s (£4.65).
Colocynth pulp: Spot 4s 9d (£0.24) lb; 4s 6d (£0.22½), cif.
Dandelion: Root 5s (£0.25) lb spot.

Ergot: (lb) Spanish 13s (£0.65) lb spot.
Gentian: Root 430s (£21.50) per cwt spot; 420s (£21), cif.
Ginger: (cwt) Cochin 450s (£22.50). Jamaican No. 3 1,035s (£51.75), cif. Nigerian peeled new crop 340s (£17), cif; split 185s-230s (£9.25-£11.50) as to quality; 165s (£8.25), cif.
Gums: (Per cwt) **Acacia:** Kordofan cleaned sorts 290s (£14.50) spot; 275s (£13.75) cif. **Karaya:** No. 2 faq 460s (£23) spot; 440s (£22) cif. **Tragacanth:** No. 1 spot £300 (£300) No. 2 £275 (£275).
Honey: (Per cwt ex store). Australian light amber 162s 6d (£8.12½), medium amber 142s 6d (£7.62½). Argentinian 185s (£8.25), Canadian 220s (£11), Mexican 215s (£10.75), Chinese 147s 6d (£7.37½)—all nominal.
Hydrastis: 29s (£1.95) lb spot; 28s 6d (£1.92½), cif.
Hyoscyamus: *Niger*, spot nominal.
Ipecacuanha: Matto Grosso 68s (£3.40) lb spot, 66s (£3.30), cif. Costa Rican, spot 67s (£3.35); 64s (£3.20), cif.
Jalap: Mexican (lb.) 8s 9d (£0.44), cif.
Kola nuts: African halves 9d (£0.04) spot.
Lemon peel: Spot 2s 8d (£0.13½) lb; 2s 7d (£0.13) cif.
lobelia: (lb) Dutch, 5s (£0.25) spot; American 9s (£0.45), cif.
Lycopodium: Indian 52s 6d (£2.62½) lb spot; 43s (£2.15), cif.
Mace: Grenada No. 1, 8s 9d (£0.43½) lb, cif.
Menthol: Chinese spot 65s lb (£7.15 kg), shipment 61s 6d lb (£6.75 kg), cif. Brazilian 45s lb (£4.95 kg) spot; 43s lb (£4.72½ kg).
Mercury: Spot £212 per flash of 78 lb.
Nutmegs: (Per lb, cif) East Indian 80s 4s 10d (£0.24); 110s 4s 5d (£0.22); bwp 3s 3d (£0.16½).
Nux vomica: (cif) Ceylon 80s (£4.00) cwt; Saigon 155s (£7.75).
Pepper: Sarawak white 450s (£22.50) spot; 410s (£20.50), cif; black 415s (£20.75); 390s (£19.50), cif.
Pimento: Spot 860s (£43) cwt; 845s (£42.25), cif.
Podophyllum: Nominal.
Quillaia: 330s (£16.50) cwt spot; 300s (£15), cif.
Rhubarb: As to grade 6s (£0.30) to 30s (£1.50).
Sarsaparilla: Spot 5s 8d (£0.28½) lb; 5s 4d (£0.26½) cif.
Saffron: Mancha superior £58 kg.
Seeds: (cwt) **Anise:** Star 165s (£8.25). Spanish greens 247s 6d (£12.37½). **Caraway:** Dutch 190 (£9.50), cif. **Celery:** Indian 400s (£20) spot; 334s (£16.70), cif. **Coriander:** Rumanian £88 metric ton, cif; Moroccan 86s (£22.30) spot. **Cumin:** Syrian 275s (£13.75), cif. **Dill:** Chinese 120s (£6.00), cif (50-kg). **Fennel:** Chinese 100s (£5.00), cif, per 50-kg. **Fenugreek:** Moroccan 60s 6d (£30.2½) cif. **Mustard:** 60s-120s (£3-£6) spot as to quality.
Senega: Canadian spot 29s 6d (£1.47½) lb.
Senna: (lb) Tinnevely No. 3 faq leaves 1s 4d (£0.08); pods, hand-picked 2s 4d (£0.11½); manufacturing 1s 8d (£0.08½); Alexandria h/p cleared; manufacturing 3s 6d to 3s 9d (£0.17½-£0.19).
Squill: White 260s (£13) cwt spot; 235s (£11.75) cif.
Styrax: 23s (£1.15) spot; 22s 6d (£0.12½), cif.
Tonquin beans: Para 7s 3d (£0.36) lb spot; 6s 9d (£0.34), cif.
Turmeric: Madras finger 200s (£10) cwt; 172s 6d (£8.62½), cif.
Valerian: Continental 265s (£13.25) cwt; 255s (£12.75), cif. Indian 250s (£12.50) spot; 240s (£12), cif.
Waxes: (Per cwt) **Bees'** 710s (£35.50), cif; Spot nominal. **Candelilla:** 560s (£28) spot, 540s (£27) cif. **Carnauba:** fatty-grey 420s (£21); 380s (£19), cif; prime yellow, 570s (£28.50); 505s (£25.25), cif.
Witchhazel leaves: 6s (£0.30) spot; 5s 10d (£0.29), cif.

Essential oils

Lavender spike: Spanish for shipment £3.05 kg for metric ton lots. (corrected price).
Lemongrass: £2 2s (£2.10) kg spot; £1 17s (£1.85), cif.
Peppermint: (Per kg) *Arveniss* Chinese £2 13s (£2.65) spot; £2 6s (£2.30) cif; Brazilian £2 2s (£2.10) spot; and cif. American *piperata* from £3 17s (£3.85).
Pepper: English distilled ex black to £33 kg.
Petitgrain: Paraguay spot £2 13s (£2.65) kg; £2 9s 6d (£2.47½), cif.
Pine: (kg) *Abietis* £3 11s 6d (£3.575); *Pumilionis* £6; *syvestris* £1 12s. 6d (£1.625).
Sandalwood: Mysore spot £14 kg. East Indian for shipment £13 10s (£13.50), cif.

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COMING EVENTS

Monday January 18

Croydon Branch, Pharmaceutical Society, Greyhound hotel, Park Lane, Croydon, at 8 pm. Discussion on the Working Party on NHS general pharmaceutical services.

Enfield Branch, Pharmaceutical Society, Postgraduate Medical Education Centre, Chase Farm Hospital, at 7.45 pm. Dr T. D. Whittet on "An outline of the history of pharmacy in Great Britain."

North Metropolitan Branches, Pharmaceutical Society and National Pharmaceutical Union, Arnos Arms hotel, Arnos Grove, London N11, at 8 pm. Discussion on the Working Party on NHS general pharmaceutical services.

Plymouth Branch, Pharmaceutical Society, board room, Greenbank Hospital, Plymouth, at 8 pm. Discussion on the Working Party on NHS general pharmaceutical services.

Wembley Branch, Pharmaceutical Society, Clinical Lecture Theatre, Northwick Park Hospital, Watford Road, Harrow, at 7.30 pm. Conducted tour of the hospital.

Tuesday January 19

Durham County Branch, Pharmaceutical Society, Three Tuns hotel, Durham City, at 8 pm. Mr W. N. Hay, on "Stocks and shares and the stock market."

Eastbourne Branch, Pharmaceutical Society, Mansion hotel, at 8 pm. Discussion of the NHS Contract and remuneration.

Isle of Thanet Branch, Pharmaceutical Society, Encliffe hotel, Margate, at 7.45 pm. Illus-

trated talk by Mr F. Matthews, on "Margate—past present and future."

Leicester and Leicestershire Branch, Pharmaceutical Society, Postgraduate Medical Centre, Leicester, at 8 pm. Dr F. Fish on "Science in crime detection."

West Kent Branch, Pharmaceutical Society, Wellcome Research Laboratories, Langley Court, Beckenham, at 8 pm. Mr R. C. Jacob on "Pharmacy and medicine in the prison service."

Wednesday January 20

Chesterfield Branch, Pharmaceutical Society, Blue Bell Inn, North Wingfield, at 7.30 pm. Informal dinner and social evening.

Peterborough Branch, Pharmaceutical Society, Bull hotel, Peterborough, at 8 pm. Dr D. N. Kellett on "The work of the animal research centre."

Royal Society of Medicine, 1 Wimpole Street, London W1M 8AE, at 8.15 pm. Dr J. Sedgwick, Dr Cyril Maxwell and Dr D. Mansell Jones in discussion on "The control of new drugs."

Sheffield Branch, Pharmaceutical Society, Hallam Tower hotel, Manchester Road, Sheffield, at 8 pm. Members night.

Thursday January 21

Bedfordshire Branch, Pharmaceutical Society, Red Lion hotel, Deadmans Cross, at 8 pm. Speaker: Mr E. Newell (Member of the Institute of Advanced Motorists).

Dundee and Eastern Scottish Branch, Pharmaceutical Society, 9 Dudhope Terrace, Dundee, at 7 pm. Speaker, Mr A. Sanderson, Department of Social and Occupational Medicine.

Epsom and Sutton Branch, Pharmaceutical Society, Bourne Hall, Ewell, at 8 pm. Mr R.

Blyth, Editor, *Pharmaceutical Journal* on "Official journalism."

Lancaster and Morecambe Branch, Pharmaceutical Society, Clarendon hotel, Marine Road, Morecambe, at 8 pm. "Submission of evidence to the working party on NHS general pharmaceutical services."

Leeds Branch, National Pharmaceutical Union, Golden Lion hotel, Lower Briggate, Leeds, at 7.30 pm. Mr C. C. Green (secretary, PATA) on "The RPM case, and where do we go now?"

Advance information

Society for Drug Research, 17 Bloomsbury Square, London, WC1, on February 17. One-day symposium on "Peptic ulceration." Fee £1 10s. Tickets from the honorary treasurer, J. F. Cavalla, PhD, John Wyeth & Bros Ltd, Huntercombe Lane South, Taplow, Maidenhead, Bucks.

International Display Market Week and Shop Equipment Exhibition, Hotel Metropole, Brighton, February 21-25

Courses and conferences

Powder Technology and Bulk Solids Conference and Exhibition, Harrogate, Yorks, May 12-14, 1971. Papers to be given include "Studies in vibration milling"; "Correlation of agglomerate strength with size and its relationship to uniformity of binding;" "Compaction at low stresses;" "Solids mixing in a double cone blender;" "A new method for measuring rate of pigment dispersion during mixing" and "Continuous solids mixing."

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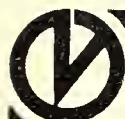
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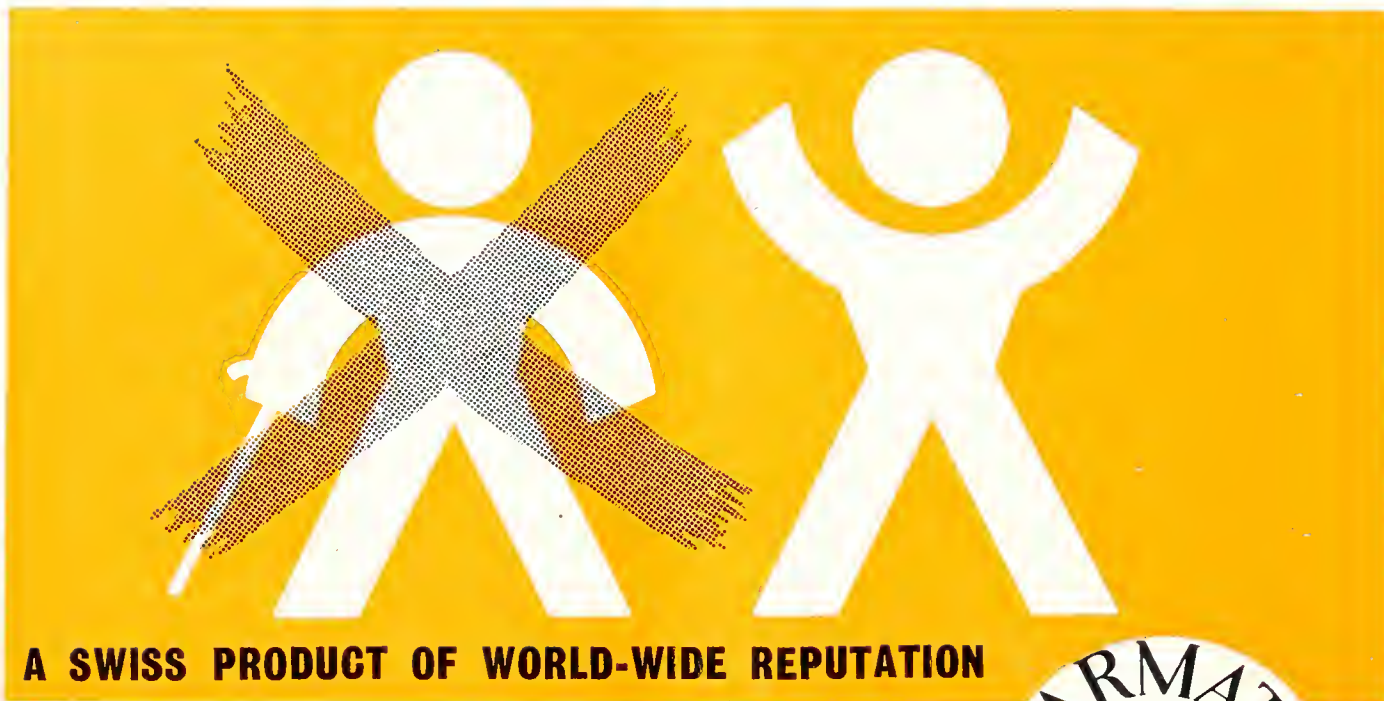
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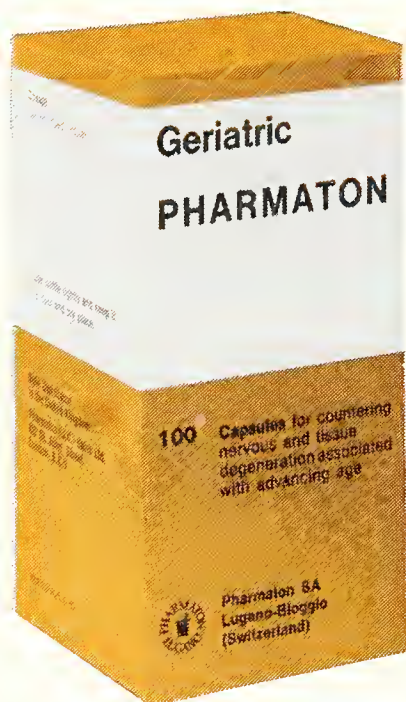
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